1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

THESE THREE

HARD FACTS

prove that WOR is the favorite station buy among the majority of advertisers and agencies in the United States

1. WOR regularly carries more accounts with a greater total dollar volume, than any station anywhere.

2. WOR frequently carries more accounts than the *combined* total carried by New York's three other major stations.

3. For years, WOR has regularly carried more *exclusive* accounts than the combined total carried by New York's three other major stations.

Any station would be proud to attain even *one* of these three achievements. WOR has consistently, year after year, been a leader in all.

There's a reason for WOR's unique standing: More than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's got to pay through the cash register, or else.

Let's show you how we do it.

our address is: **WOR—that power-full station at 1440 Broadway, in New York**

mutual

LEROY COLLINGS FAMILY

The Collings family visits WLS Dinner Bell Time on their fifty-fifth wedding anniversary. With Mr. and Mrs. Collings sits grandson Terry Lee Anderson. Standing are grandson Harold Collings, his fiance, Jean Noakes; daughters Mrs. Marion Anderson and Mrs. Dale Douthett.

When Mr. and Mrs. Leroy Collings celebrated their fifty-fifth wedding anniversary, it was only natural for them to visit WLS Dinner Bell Time, their favorite program for nearly half their married life.

Born on a 200-acre farm in La Porte County, Indiana, Leroy Collings farmed it till 1940 when Uncle Sam moved in with the Kingsbury Ordnance plant. Crops were corn, soybeans, wheat and oats; he marketed an average of 25 hogs a year and sold the milk from eight cows. News and Markets have been his chief listening, aside from Dinner Bell.

Mrs. Collings, with a collection of WLS Family Albums, knows most of the entertainers by name. The five Collings children are listeners in their own homes; there are now fourteen grandchildren and two great-grandchildren. The family has subscribed to Prairie Farmer 52 years.

It is on this family, and the thousands of families like it, that WLS has focussed its microphones for twenty-three years, giving them the service and entertainment they want. Our friendship with them is personal and real through *their* visits to our studios, *our* visits to their fairs and community events, and their million letters a year... powerful evidence of listener-loyalty and consequent advertising results.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair & Company. WLS covers intensively 288 counties in Illinois, Indiana, Michigan, Wisconsin and bordering states.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

Balanced diet

From robin's chirp to witching hour, Philadelphia's leading independent gives Philadelphians what they like to hear. News and weather (every hour on the hour) . . . swing and superb symphony . . . seasonal sports and drama and special events at home and across the seas.

Call this programming a balanced diet. Call it a recipe for making friends. By any name, it's winning a steadily growing audience. And it is the reason a steadily growing army of advertisers find WPEN *a prime selling force in the nation's third largest city.*

WPEN *gets results.*

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

THERE'S good chance new-station applicants in future won't have to submit proposed program logs with FCC applications. FCC reportedly inclined to omit that requirement in drawing up new application forms, due for release soon (story page 18). They'll still have to show proposed percentage breakdowns of program types, though.

USUALLY well-informed sources have it that Ed Noble, chairman and majority stockholder of ABC, last week turned down another enticing offer for his network—$25,000,000. Offer understood to have come indirectly from interests associated with Marshall Field. Mr. Noble purchased network as Blue Network Co. from RCA in 1943 for $8,000,000 gross.

WHY DID White House send Comr. Wakefield's nomination for another seven-year term to Senate six weeks in advance of June 30 expiration? Answer may be that Comr. Wakefield has been named acting FCC chairman by Chairman Denny who, as president of International Telecommunications Conference, must spend most of time from now until September at Atlantic City.

WHETHER THIS comes to light depends upon how closely hearings on FCC appropriation may be edited: Chairman Denny was asked at closed hearings on May 6 why FCC inquired into commercial versus sustaining program and other "Blue Book" factors. He replied these constitute "gloss" which FCC applies to its activities in interpreting public interest, convenience and necessity clause.

U. S. STEEL Co., sponsor of *Theatre Guild of the Air* Sundays, 10-11 p.m. reportedly has notified ABC of cancellation effective June 29. Reason said to be objection to late hour on Sunday. U. S. Steel board to decide radio plans May 27. NBC and CBS watching *Guild.*

NAB to act quickly on change in by-laws by which networks move from active to associate status, without board membership. Referendum slated to be taken ahead of vote on main body of new by-laws approved by board. Change means Frank M. (Scoop) Russell, NBC Washington vice president, will leave board after 17 years continuous service. He could return to board if elected as representative of an NBC M&O station.

ED KOBAK, MBS punning prexy, had swift one tossed at him at NAB board meeting. Question was raised whether MBS had more affiliates than NAB has members. Last count for Mutual was 431, NAB membership 1286.

PLANS to form station representatives organization to promote spot radio temporarily halted by refusal of leading firm to take part.

LOOK FOR Gallup poll on "Voice of America" at end of this month.

Upcoming

May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.

May 27: RMA-NAB Joint Radio Week Subcommittee, NAB Hdqrs., Washington.

May 28: FMA Region 2 (Ohio, Ind., Ky., W. Va.), Gibson Hotel, Cincinnati.

May 28: American U. - WMAL Television Conference, U. S. Chamber of Commerce Hdqrs., Washington, D. C.

June 1-2-3: NAB District 1, Somerset Hotel, Boston.

(Other Upcomings Page 83)

Bulletins

NEGOTIATIONS for sale of WPEN Philadelphia by Philadelphia *Bulletin* to group headed by Albert Sylk, executive of Sun-Ray Drug Co., chain operators in Pennsylvania, reported under way Friday. Sale understood to be near $900,000 figure. Upon consummation, *Bulletin* will apply for transfer of license of WCAU, 50,000 watter, to its formal ownership, and sale of 5,000 independent WPEN to proposed purchasers. WCAU, CBS affiliate, acquired by *Bulletin* from J. David Stern, publisher of defunct Philadelphia *Record* and Camden newspapers, last February for about $10,000,000. Mr. Stern had acquired WCAU company from Levy brothers last fall for gross of $6,000,000, about half of which represented struck station price.

PURCHASE of rights to NBC *Today's Children* and *Woman in White* by General Mills, effective June 2, announced by Knox-Reeves Agency, confirming report of partnership split between Carl Wester and Irna Phillips [BROADCASTING, May 5]. Compton Adv. disclosed purchase of *Guiding Light* from Irna Phillips by Procter & Gamble Co. starting on CBS June 2. Following General Mills purchase, Carl Wester Co. will produce two previously named NBC daytime programs with NBC *Masquerade* being handled by Radio Scripts Inc., with which Miss Phillips is associated.

Business Briefly

GILDERSLEEVE SUB ● *Summerfield Ban Concert* replaces *Great Gildersleeve* June 1 for Kraft (Parkay), Wed. 8:30-9 p.m., NB Agency, Needham, Louis & Brorby, Chicag Kraft considering Maurice Chevalier to re place *Music Hall*, through J. Walter Thompso

LIPTON MOVES ● *Arthur Godfrey's Tale Scouts* moves into Friday 9:30-10 p.m. CB spot vacated by Garry Moore-Jimmy Durant for Lipton's soups. Godfrey show currentl heard 9-9:30 p.m., CBS. Agency, Young Rubicam.

HIRES IN 5 MARKETS ● Charles E. Hire Co., Philadelphia, starts 13-week six-da weekly announcement campaign in five mar kets in addition to CBS Sunday *Hires to Yo* Agency, N. W. Ayer & Son, New York.

CLOTHING PROJECT ● E. Rosenthal & Sons, New York clothing manufacturers, t use radio in national campaign featuring lowe prices. Agency, Gunn-Mears, New York.

RESINOL APPOINTS ● Resinol Chemical Co. appoints Redfield-Johnstone, New York to conduct special radio campaign.

THREE AM and nine FM licenses renewed by FCC. AMs, to May 1, 1950: KFWB WCSH WFMD. FMs, to June 1, 1948: WABF WBBM-FM WCBS-FM WDLM WGFM WPEN-FM WBZ-FM WBZA-FM. For "regular period" WTMJ-FM.

NAME FILM COMMITTEE

NEW committee named by NAB to study proposed Class A movie based on radio history. Jerrold Brandt, producer, has $1,500,000 budget for picture. Committee, headed by W. B. Ryan, KFI Los Angeles, given wide latitude to check script. Profits will go to fund over which NAB will have control. Others on committee are four West Coast network vice presidents and Harry Maizlish, KFWB Hollywood. NAB board discharged old committee headed by Mr. Ryan.

FCC May Trim Low-Band Space for Video

POSSIBILITY television may lose space in lower band foreseen Friday as FCC called engineering conference June 10-11 on problems involved in use of frequencies between 42-88 mc, which includes first six video channels. Any channel loss would reduce total U. S. channel availabilities, but FCC sources said careful selection could keep actual loss of availabilities low.

FCC authorities said interference has resulted from plan of assigning fixed and mobile services to share television frequencies, and from FM on adjacent channels, and that Television Channel 2 (54-60 mc) has experienced interference from amateur service Conference is to get industry suggestions for solutions.

It was felt television stands good chance of losing nothing—especially if space could be found elsewhere for fixed and mobile services—but that it's much more likely to lose than gain. Possibility of video gain virtually ruled out by other services' need for space and belief that gain would make present receivers obsolete while reduction of channels (from present 13 to 12, for example) would not.

There's no doubt about it—Mid-America is growing. You see it in the expanding industrial areas—and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc (now under construction), your sales messages will reach every corner of this rich and expanding market.

Represented by John E. Pearson Co.

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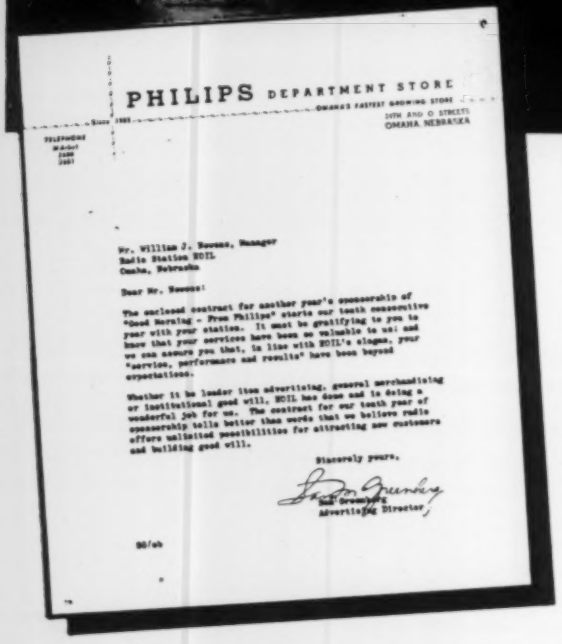
KCMO

Basic ABC • Kansas City, Mo.

"Beyond Expectations"



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OMAHA'S FASTEST GROWING STORE

Since 1885

TELEPHONE AT 2500 2501

16TH AND O STREETS
OMAHA NEBRASKA

Mr. William J. Newens, Manager
Radio Station KOIL
Omaha, Nebraska

Dear Mr. Newens:

The enclosed contract for another year's sponsorship of "Good Morning - From Philips" starts our tenth consecutive year with your station. It must be gratifying to you to know that your services have been so valuable to us! and we can assure you that, in line with KOIL's slogan, your "service, performance and results" have been beyond expectations.

Whether it be louder item advertising, general merchandising or institutional good will, KOIL has done and is doing a wonderful job for us. The contract for our tenth year of sponsorship tells better than words that we believe radio offers unlimited possibilities for attracting new customers and building good will.

Sincerely yours,

Sam M. Greenberg
Advertising Director

SG/eb

Left to Right . . . Sam M. Greenberg, Advertising Manager, Philips Department Store; Margaret Croghan, KOIL Account Executive; W. J. Newens, KOIL Station Manager.

Nine consecutive years on KOIL . . . starting the tenth . . . and results "beyond expectations!" Here's proof that KOIL *effectively* delivers responsive listeners in the wealthy Omaha-Council Bluffs market! KOIL can make every penny of your time dollar profitable, too. Call Petry today!

Service-Performance-Results

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President & Exec. Director
Ex. Offices—Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

STUART STATIONS

W. J. NEWENS
Station Manager

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TELECASTING

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At Washington Headquarters

SOL TAISHOFF
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• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $7.00 PER YEAR 20¢ PER COPY

Jennings Pierce, Station Relations Director, N.B.C. Western Division *(holding award)*, congratulates Showalter Lynch, producer of "Name Your Music", while H. Quenton Cox, KGW Mgr. looks on.

Director Tom Swafford *(standing left)*, Engineer Earl Peterson *(standing right)*, Master of Ceremonies Homer Welch *(seated left)* and Announcer Phil Irwin admire CCNY award.

WHAT GOOD IS AN *Award?*

You can't *eat* an award. And you can't pay bills with it. And yet, when you think of it, an award is very much worthwhile, because it confirms the fact that a good job is being done. And it makes everyone concerned want to do an *even better* job in the future.

"Name Your Music", an NBC Western Network division program, which originated in Portland and featured KGW staff talent, has received the City College of New York national award "for the creation of the most effective direct selling, sponsored radio program", regional and intrastate classification. The KGW staff is not unaccustomed to award winning.

Phil Irwin, announcer on "Name Your Music", won the 1945 national H. P. Davis Memorial Announcers' Award. We believe that a radio station which maintains live talent of this caliber provides better service, both to the public and to the advertisers.

25 YEARS KGW
QUARTER CENTURY OF COMMUNITY SERVICE

KGW
AFFILIATED WITH NBC

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

It happened on NBC

STORY OF MR. MALAPROP ★ "No, no, no! You guys don't get it. You just ain't Archie!" Ed Gardner, then a producer of big time radio shows, was speaking to a group of actors, each of whom had just auditioned unsuccessfully for the role of Archie, manager of Duffy's Tavern. One of the actors suggested that Gardner himself try out for the role of his own creation. Gardner stepped to the microphone and began talking.

The actors nodded in unison. Gardner was right—he was Archie. Thus Archie was born with a silver foot in Gardner's mouth. Gardner proved to be a master at putting a round adjective in a square phrase. The things Archie says, Noah Webster never said.

Other members of this Wednesday night cast include Clifton "Brains" Finnegan, a simple minded youth with an IQ that barely registers; Miss Duffy, "daughter of the

establishment"; and Eddie, the waiter, whose most difficult task is listening to Archie boast of his romantic coops with females of the opposite sex. Patrons include famous guest stars of radio and screen, who are invariably the objects of—(1) Archie's romantic attentions—or (2) Archie's mal mots. Canny Duffy, of course, has never been seen in the tavern since it opened in 1941.

How to operate a tavern? Locate it on the East Side of a gifted comedian's imagination. Swing wide its doors in millions of American homes via the powerful facilities of the NBC Network. Reserve its tables for the vast NBC audience. Give it a sponsor who is a pioneer radio advertiser—Bristol-Myers Company—and make it possible for listeners to step from Duffy's Tavern to the office of Mr. District Attorney. The result: a half hour when the elite meet to eat and a nation listens to laugh.

NBC

A Service of Radio Corporation of America

. . . the National Broadcasting Company

Remember the story about...

THE CAMEL

THE STRAW

One more straw to the load and the camel buckled. Which only goes to prove that even "the big ship of the desert" can sometimes go aground. And one tiny little straw did it all! We think WWDC is the "little straw" in Washington radio that has helped knock the props from under some of the network claims. Known as the station of big sales at low cost, the call letters, WWDC, are showing up on more smart lists every day.

Keep your eye on
WWDC
IN WASHINGTON, D. C.
Coming Soon—WWDC-FM
Represented Nationally by
FORJOE & COMPANY

Feature of the Week

EXPLAINING features of the RCA 16mm television motion picture projector to the engineers assembled for the clinic is Frank M. Folsom (left of projector). Included in the group are (l to r): George S. Johnson, KOB Albuquerque; J. Duncan, WLW Cincinnati; G. O. Milne, ABC New York; Mr. Folsom; Merrill A. Trainer, manager of RCA Television Equipment Sales Section; Dan Hunter, WMAL Washington; E. J. Meehan Jr., RCA; Paul Wittlig, CBS New York; John M. Sherman, WTCN Minneapolis.

FROM ALL PARTS of the U. S. the nation's top-ranking broadcasting engineers were in Camden, N. J., last week to attend for five days a television engineering training clinic conducted by RCA Engineering Products Dept.

The visiting engineers represented the major radio networks and leading independent stations which are operating or planning to operate television service. They were welcomed by Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor Division, and T. A. Smith, general sales manager of the Engineering Products Dept.

Those attending the course for the full five days were:

Cliff Benton, N. Y. Daily News; Howard J. Bergmann, WBEN Buffalo; Glenn Boundy, Fort Industry Co., Detroit; L. L. Caudle Jr., WSOC Charlotte, N. C.; Charles W. Burtis, WPEN Philadelphia; William Clancy, WTIC Hartford; Robin D. Compton, Evening Bulletin, Philadelphia; J. Duncan, WLW Cincinnati; A. E. Evans, ABC San Francisco; Robert A. Fox, WGAR Cleveland; John Fricker, KSTP Minneapolis; Lester H. Gilbert, WNBF Binghamton; Philip A. Goetz, CBS New York; J. Robert Harter, Frank W. Harvey, WMAL Washington; W. H. Hauser, WBZ Boston; Dan Hunter, WMAL Washington; George S. Johnson, KOB Albuquerque; C. B. Lau, WMAR Baltimore; J. L. Middlebrooks, ABC N. Y.; G. O. Milne, ABC N. Y.; T. B. Palmer, ABC Hollywood; John M. Sherman, WTCM Indianapolis; Sidney Stadig, WBZ Boston; William M. Stringfellow, WSPD Toledo; Lewis R. Tower, MBS N. Y.; Orrin W. Towner, WHAS Louisville, Ky.; Paul Wittlig, CBS N. Y.; Wilfred Wood, WMBG Richmond, Va.

Sellers of Sales

MAIL PULL is sometimes the objective of a radio advertiser. Insuring mail pull can help keep a client happy, this young salesman thought.

So he advised friends to write letters in response to the first program. And even when that program was cancelled by a special events broadcast, it was not possible to halt all of the responses. It was only necessary to learn his lesson once, Wayne Steffner, CBS western division sales director, avers.

WAYNE

As sales director for CBS western division, he is reputedly operating a $2,000,000 annual business in time alone, plus several hundred thousand dollars in program sales. All told this involves more than 150 accounts.

Son of a mining engineer, Wayne was born in Manhattan, Nev. on March 26, 1912. At four, his family moved to San Francisco where he was reared, finishing Alameda High School in 1930.

With the depression at hand, a job was his only consideration and he was lucky enough to tie up with the research department of McCann-Erickson Inc. In June 1933 he was named manager of the media department. This was his post until October 1938, when he resigned to join Newspaper Groups Inc., San Francisco, as account executive.

Radio has been his ambition but he had to wait until December 1939 for an opening with KSFO San Francisco (then a CBS affiliate) as an account executive. In January 1942 he joined CBS radio sales division as manager, becoming manager of network's San Francisco office 18 months later. In June 1946 he was in addition named sales manager of Columbia Pacific network. On February 1, 1947, he assumed his present duties, shifting his headquarters to Hollywood.

Married since May 22, 1938, to Dorothy Meherin, he is father of Wayne Jr., 7.

A Steinman Station
WDEL
Wilmington
Delaware
SELLS
5,000 WATTS
DAY & NIGHT
Sales Representative
RADIO ADVERTISING COMPANY
New York • Los Angeles • Chicago
San Francisco

FOLLOWING the recent destructive tornado in Woodward, Oklahoma, and the disastrous explosions in Texas City, Texas, many Southwestern radio stations and their courageous personnel performed great service in bringing prompt and accurate news to listeners, in mobilizing relief activities and, oftentimes, assisted in the actual alleviation of suffering among the victims. In conformance with the best traditions of American reporting, the humanitarian rather than the sensational view was broadcast.

Thus, unselfishly working together, the broadcasting industry once again demonstrated that, in a free America, private business is always eagerly and instantly converted to the public service when the need arises.

We salute all those stations in the Southwest who served so well during these recent tragic emergencies.

RADIO STATION KVOO

50,000 WATTS NBC AFFILIATE 1170 KC

Oklahoma's Greatest Station *Tulsa, Oklahoma*

Edward Petry & Co., Inc., National Representatives

NO. 10—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

PERSONAL CONTACT!

Above you behold an air-shipment of F&P Service—Vice President Lloyd Griffin of the Chicago Office, off for a tour of *personal* contacts with advertisers, their agencies, and the stations we represent. Nor is Griff the only F&P Colonel who is forever forsaking his fireside to foray far afield. *All* of us travel thousands of miles every year in order to make the personal contacts that enable us to fully interpret your problems to "our" stations, and vice versa—to do it *better*, we think, than any other representatives in the industry.

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BUFFALO	WGR
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CINCINNATI	WCKY
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DAVENPORT	WOC
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FARGO	WDAY
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INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
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BROADCASTING
TELECASTING

VOL. 32, NO. 21 WASHINGTON, D. C., MAY 26, 1947 $5.00 A YEAR—20c A COPY

White Bill Alters Program-Fiscal Control

Splits Commission; Permits Same AM-FM-TV Owners

By SOL TAISHOFF

LEGISLATION TO CREATE a new national policy for American radio, said by its author to preclude the "Blue Book" type of regulation of programs or business aspects of broadcasting and entailing reorganization of the FCC itself, was introduced in the Senate last Friday by Majority Leader Wallace H. White Jr. of Maine, chairman of the Senate Interstate and Foreign Commerce Committee.

The identical bill was introduced in the House simultaneously by Rep. Charles A. Wolverton (R-N.J.), chairman of the House Interstate and Foreign Commerce Committee. Action at this session, particularly in the Senate, will be sought, with prospects of public hearings before Sen. White's committee within the next month.

In sweepingly revising the anti-quated Communications Act of 1934, of which Sen. White was the principal architect, the measure would split the FCC into two autonomous divisions of three members each—one to handle broadcast matters in all their phases; the other, common carrier activities. Each division would have its own chairman with the FCC chairman to serve as executive officer.

Salient sections from White Bill on page 90

Changes in Act Explained in Detail

Coincident with introduction of his bill, which was given the Senate number S. 1333 (in the House it is H.R. 3595), Sen. White released a section-by-section digest of the bill, explaining in detail precisely how he felt the law would be modified and the practical effect of the modifications. In a statement to the Senate, he explained that the bill is the result of more than seven years of Congressional investigations, studies and hearings by committees in both houses as well as conferences and discussions with all interested groups. The measure, he said, should not be regarded as the answer to every question. "There may be much to be added and some to be subtracted," he added.

While substantial portions of the measure were plucked bodily from the White-Wheeler Bill (S. 814) introduced by the present chairman and the former Montana Senator in 1943 Sen. White included a series of far-reaching proposals.

The bill would:

Preclude the FCC from considering program factors on original applications, such as are entailed in the Blue Book.

Provide specifically that the Commission is to have no power to regulate the business of the licensee except where specifically conferred under the Act.

Segregate the Commission

(*Continued on page 14*)

Sen. WHITE

Rep. WOLVERTON

S.1333 Section-By-Section Analysis

Chairman White Gives Digest of New Radio Law

Sections 1, 2 and 3 (Definitions)

SECTION 1 cites the title of the act as the "Communications Act Amendments, 1947." Sections 2 and 3 amend section 3 of the present law to add a number of definitions and clarify the meaning of some existing definitions. These include the definitions of "broadcasting," "network broadcasting," "license," "station license," "radio station license," "broadcast station," "broadcasting station," "radio broadcast station," "network organization," "hours," "broadcast hours," "construction permit," "single broadcast band." Clarification of some of these terms, particularly the term "license," is made necesary because of a tendency upon the part of the Commission to treat what are in fact licenses, as instruments of a different character and lesser import, thereby making possible avoidance of compliance with procedural and appellate provisions of the act intended as safeguards against arbitrary administrative action, provisions necessary to be respected if orderly procedure is to be had. These definitions tend to insure that result.

Sections 4 and 5 (Setup and Functions)

Sections 4 and 5 amend sections 4 and 5 of the present law and modify the administrative setup and functions of the Commision. Section 4 eliminates the provision giving the President authority to name the Chairman, thus conforming to the general practice in several other quasi-judicial agencies which annually elect their own Chairman. Section 5 would require separation of the Commission of seven members into two statutory divisions of three members each and clarifies the functions of the Chairman and the Commision.

Under the legislation proposed the whole Commision would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the Act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, maritime services, aircraft services, general safety services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services, as at present. But the present judicial and quasi-judicial functions of the Commision would be vested in the proposed divisions insofar as those functions relate to the most important and controversial subjects within the present jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the act or regulations relating to broadcast, television, facsimile and kindred communications intended for public reception is vested in the Broadcast Division. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee is vested in the Common Carrier Division. This plan not only recognizes the basic and fundamental difference between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of

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White Bill Test—Let's Face It . . . . . An Editorial

AFTER MANY months of incubation, the White Bill (S. 1333) to amend the Communications Act of 1934 has emerged from the drafting pads. It is pending before both houses of Congress. It is almost all the work of Sen. Wallace H. White Jr., majority leader, chairman of the Senate Interstate & Foreign Commerce Committee, and the principal architect of every piece of radio legislation since radio's aborning days.

It is a comprehensive measure. It took months in the making; it will require days or weeks to ferret out its strong points and its weaknesses. At first blush, it appears to be a mixture of the bitter and the sweet. In its present form it admittedly is dangerous.

But there can be no doubt about the intent of its sponsors—Sen. White and Chairman Charles Wolverton (D-N.J.) of the House Interstate & Foreign Commerce Committee, who introduced the measure at Sen. White's behest. They want to see a sound radio law, so crystal clear that it cannot be distorted or misapplied. They do not want to see radio regulated inexorably to the point of intellectual and economic slavery.

In short, they want the American listener—and that means the American public—served by competitive, virile, free radio.

There will be hearings before Chairman White's committee. Rep. Wolverton also may desire to hold hearings. Full opportunity will be accorded all to testify. Sen. White says he does not regard his bill as the "answer to every question that has been raised." He recognizes "there may be much to be added and some to be subtracted."

It is obvious Sen. White has made his bill a catch-all. He describes it as having "lightning rod" provisions, to arouse all shades of radio opinion. More than 90% of the bill is bodily imported from the White-Wheeler Bill of 1943, the so-called "controversial issues" provisions of which became so controversial that the bill died. This underscores the need for the most intensive and careful scrutiny to guard against cures more malignant than the disease.

This is no time to be quiescent. Radio's best minds at once should (and will) analyze the White Bill, paragraph by paragraph. They should see to it that nothing is left unsaid or undone. They should think through every passage, every thought, stated or implied. They should know where they have been, where they are, and where they are going.

It was 20 years ago that the present act came into being. Only a handful of folk were interested. In the intervening two decades, Congress tried several times to write a new radio law. Always the pressures were too great, the opposition too stalwart, and the inertia or the conflict in radio ranks too marked.

It isn't important now whether there are bad aspects to the bill. Admittedly, there are. The intent of Sen. White is to achieve for radio its Magna Charta. By sheer force of right, logic and equity, new legislation *can* be enacted. The shortcomings *can* be overcome.

It takes work. Broadcasters should let their Congressional delegations know they are interested. The primary duty of advocacy devolves upon the NAB as the overall trade organization of radio.

If radio is found wanting, by virtue of lack of diligence, internal conflict, or fear of reprisal from the licensing authority, it may be another generation before another opportunity arises. And then it may be too late.

White Bill

(*Continued from page 13*)

into two autonomous divisions, with a rotating chairmanship and with the chairman to serve as executive officer. Each division would elect its own chairman.

Permit no person to own or control in the same area more than one broadcast station in any single band (i.e., an AM station, an FM station, a television, etc.)

Allow no person to own stations in any single band which in the aggregate give a primary service to more than 25% of the total population—a provision that would affect the major networks through ownership of their own stations in key markets.

Prohibit the FCC from discriminating against station ownership, such as newspaper licensees, which would outlaw also the so-called Avco procedure of open bidding in station transfers.

Incorporate in the law the so-called network monopoly regulations of the FCC with the important exception that affiliate contracts would run for 3 years rather than 2.

Institute provisions which would "discourage a policy which grants licenses wholesale simply on demand."

Spell out procedure on processing of applications and instruments of authorization with the right of full hearing, notice and appeal clearly established.

Revise the revocation of license procedures to permit "middle ground" authority whereby FCC could issue cease and desist orders which, if subsequently violated, could result in revocation.

Vastly broaden the political section to assure qualified candidates for public office and their spokesmen equal time and facilities.

Broaden the law whereby discussion of public or political questions would be guaranteed the same equality of opportunity provided under the political section.

Require identification of source of news items and "honest labeling" of editorial comment, interpretation or analysis.

Provide for issuance of "declaratory orders" by the FCC in cases of controversy arising under any provision of the Act so the licensee would not incur the risk of ultimate loss of license.

Broaden provisions for judicial review of Commission orders both before the U. S. District Court for the District of Columbia and three-judge courts in the jurisdiction in which the litigant is domiciled.

Provide for direct appeal to the Supreme Court in certain cases.

Require submission of a uniform type of report by the FCC in all hearing cases with mandatory oral argument.

It was evident after introduction of the bill Friday that independent broadcasters and networks alike would look with grave concern upon certain of the provisions and upon the general theme relating to broadening of the so-called political and related sections of the Act. These provisions are almost identical with the terms of the White-Wheeler Bill, included largely upon insistence of

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Sen. White's Introduction Statement

MR. PRESIDENT. I have today introduced for appropriate reference a bill to amend the Communications Act of 1934. Because of the wide interest expressed in radio legislation, it seems appropriate to make a brief explanatory statement of the measure.

Mr. President. The bill is the result of more than seven years of congressional investigations, studies, and hearings by committees in both houses of Congress, conferences and discussions with representatives of large and small broadcasters and members of the FCC as well as with experts and students of the problem. It has its immediate source in S. 1268, a bill introduced by Sen. Wheeler in the 76th Congress; in S. 1520, introduced by me in the 76th Congress; in S. 814, introduced by me for myself and Mr. Wheeler in the 78th Congress; in recommendations of the Federal Communications Bar Association; in recommendations in the Report of the Attorney General's Committee on Administrative Procedure; and in court decisions.

The purpose of the bill is largely to clarify the meaning and intent of the existing act and to rectify some of the defects which have become obvious during the past twelve years of administration of the law. Broadly, it deals with:

1. Changes in the organization of the Commission designed to make it function more expeditiously and expertly;
2. Modifications in functioning and procedure by the FCC to insure equal treatment of applicants and licensees;
3. Modifications in appellate procedure and provision for declaratory judgments;
4. Equality of right and opportunity to use radio facilities in political campaigns and in discussion of public questions and separation of fact from editorial opinion;
5. Further protection against censorship over programs or station operation by Government;
6. Protection against monopoly by limitations on ownership.

It should be emphasized that the bill should not be regarded as the answer to every question that has been raised. There may be much to be added and some to be subtracted. We shall have hearings and all who have suggestions to offer will be heard.

This much, however, I believe can be said. We are in great need of new radio legislation; the art is more than a quarter of a century old and has made gigantic strides technically but is operating under law which for the most part is nearly 20 years old. Back in 1939, the late President Roosevelt commented publicly on the need for a reorganization of the Commission and new substantive law on the subject of communications. The nation's broadcasters have made clear that they want new legislation; but even more important, the people in this country who are the radio listeners are entitled to what I believe to be the benefits of this legislation.

Mr. President, I now ask unanimous consent to have printed in the Record, as a part of my remarks, a statement I have prepared which explains in a section by section analysis the provisions of the bill I have introduced.

Blue Book Blasted by NAB President

Freedom of Speech Is Threatened Says Miller

A POINT-BY-POINT REPLY to FCC's Blue Book was released by NAB last week, comparing the 14-month-old report to the Star Chamber procedures of England in the days before the separation of the U. S.

The attack, one of the most carefully documented yet made, was contained in a 34-page letter to Rep. Harris Ellsworth (R-Ore.) from NAB President Justin Miller, who charged that the Blue Book is illegal, punitive and improper, and cited legal precedent to support his claims.

Representative Ellsworth, one of the owners of KRNR Roseburg, Ore., and a member of the House Interstate & Foreign Commerce Committee which passes on radio legislation, had asked Judge Miller for a statement of NAB opinion of the Blue Book and for his own observations. The exchange of letters is being released in booklet form by NAB with the Congressman's consent.

Judge Miller said the Blue Book seeks to evaluate radio's programming and public interest aspects "by reducing them to a statistic," and that "the effort of the Commission . . . to indict broadcasting licensees on the theory that they are making too much money is an unwarranted indirect attack upon freedom of speech."

He warned that if FCC is permitted to make "economic determinations of needs for broadcasting stations in particular communities" then "the control of FCC over free speech will be immeasureably extended."

Quoting Blue Book references to program needs of U. S. radio, the NAB executive declared:

In this respect the Blue Book is not a proper governmental report, but instead an attempt to propagate the sociological ideas of particular Commissioners. While it is entirely proper and desirable for informed critics to analyze and challenge practices and performances of radio broadcasting, it is an entirely different proposition for a government agency which is engaged in "regulation of inter-state commerce" to be stirring up such criticism. It is as if the Postmaster General in administering the law concerning the use of the second-class mail privilege, by magazines and newspapers, should issue a "report" condemning the contents of such publications and urging critics to attack them.

He charged that "the philosophy which underlies this Report and the manner of its issuance is the philosophy of 'government by men' instead of 'government by law.' " He compared it with 18th-century England's "government by intimidation or 'by the lifted eyebrow,' " and said that in effect it constitutes a bill of attainder—"a legislative act which inflicts punishment without a judicial trial."

He quoted the Supreme Court's declaration in the "Lovett Case" that legislative acts may come within the Constitutional prohibition against bills of attainder ". . . . no matter what their form [if they] apply either to named individuals or to easily ascertainable members of a group in such a way as to inflict punishment on them without a judicial trail."

Cites Tactics Involved

He insisted that the Blue Book did inflict punishment and that "nothing that resembled a judicial trial" preceded it. He said it inflicted punishment on specific licensees by naming their stations and condemning them for alleged improper performance, although no hearings were held and no opportunity given to challenge the evidence beforehand or the findings and new rules of procedure afterward. He added:

The Blue Book was seized upon avidly by crackpots, Communists and rival advertising media, who proceeded to heap ridicule upon broadcasters and broadcasting, generally. In fact . . . the FCC in its Blue Book provided the curious, not to say amazing, spectacle of a government agency inviting criticism of a large number of American citizens, presumably with the idea that such conduct constitutes proper regulation of interstate commerce. Thus it not only inflicted punishment itself, but urged Tom, Dick and Harry to join in inflicting punishment.

He said that by using the device of a "Report," FCC "attempted to evade the prohibition against interference with freedom of speech contained in the First Amendment and in Sec. 326 of the Communication Act." The method of a "Report," he said, was in keeping with FCC's "familiar es-

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Radio's Weaknesses

WHAT ARE THE CAUSES of U. S. radio's greatest weaknesses? In his letter to Rep. Harris Ellsworth (R-Ore.) attacking FCC's Blue Book, NAB President Justin Miller outlined eight causes:

"The greatest weaknesses of American broadcasting result from:

"1. Widely varying tastes of the American people.

"2. Habitual independence in the approaches of Americans to new situations and new problems.

"3. Assumption that free competition is proper, not only in business, but in ideas.

"4. Failure of many people to realize that radio broadcasting is a highly important medium of free speech, as well as of entertainment and advertising.

"5. Failure of some broadcasters to realize their responsibilities and to take active, continuing steps for improvement.

"6. Steady pressures—from people who want changes in broadcasting—upon the FCC.

"7. The too ready acceptance by FCC of responsibility for effecting such changes.

"8. The too easy shifting of responsibility, by many broadcasters, to the FCC and acquiescence in its assertions of power."

Fading Blue

IN OCTOBER 1946, at the NAB Convention, FCC Chairman Charles R. Denny promised that the Commission would not "bleach" the Blue Book. Last week NAB issued one of its strongest attacks on the Blue Book, releasing it in booklet form. The booklet cover's color: a pale, washed-out blue.

Wakefield Reappointment Watched

Name Goes to Senate Six Weeks Before His Term Expires

REAPPOINTMENT of Ray C. Wakefield as a member of the FCC for another seven-year term beginning July 1 may evoke opposition in Republican Congressional quarters, it was indicated last week following transmission of the nomination on Wednesday to the Senate.

Some surprise was occasioned by the manner in which the nomination was transmitted—six weeks ahead of the June 30 expiration of Commissioner Wakefield's term and while the President himself was out of town at the bedside of his ailing mother in Missouri. A California Republican, Commissioner Wakefield's "Republicanism" has been questioned in national committee quarters despite the fact that he had the endorsement of Sen. John R. Knowland, California Republican, as well as the rest of the California delegation.

The nomination, following customary procedure, was referred to the Senate Interstate and Foreign Commerce Committee, of which Sen. Wallace H. White Jr. (R-Me.), the majority leader, is chairman. There was no indication from Senator White last week as to when the nomination might be considered. It was pointed out, however, that since Mr. Wakefield's term has until June 30 to run, the committee probably would not be disposed to act before June 12, when its next executive session is scheduled.

CHATTING in NAB inner sanctum during housewarming last week were (l to r): FCC Commissioner Ray C. Wakefield, re-nominated last Wednesday by President Truman for a seven-year term from June 30, NAB President Justin Miller, and his former colleague on bench, Judge Bennett Champ Clark, of U. S. Court of Appeals for District of Columbia.

If usual procedures are followed, Mr. Wakefield will be called before the committee, in closed session, for questioning, after which the nomination would be considered by the committee. Customarily, little difficulty arises and such nominations are promptly reported to the Senate for confirmation.

It was too early to determine whether the opposition is organized or sporadic. Several party leaders, including the Republican Committee chairman, Carroll Reece, in the past have commented on the absence of "stalwart Republicans" on the FCC. The Commission now comprises two Republicans (Wakefield and Hyde of Idaho); three Democrats (Denny, Walker and Durr); and two independents (Jett and Webster). Geographically, neither the New England-New York area nor the Middle West has representation on the Commission.

Succeeded Thad Brown

Mr. Wakefield came to the Commission in March 1941, succeeding the late Thad H. Brown. He has a public utilities background, having previously served as president of the California Railroad Commission, on which he sat from

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Gibson Is Promoted By General Foods

Made Executive Vice President; Olney, Williams Advanced

EDWIN T. GIBSON, former vice president of General Foods Corp., New York, has been appointed executive vice president of the firm.

Advanced to the rank of vice president are B. C. Olney, former general manager of the Snider Packing Corp., a division of General Foods, as well as manager for Birds Eye Frozen Foods operations, who succeeds Mr. Gibson, and J. Nelson Williams, former director of purchasing, who in his new capacity will continue to direct all purchasing operations.

Minna Green, former assistant to the secretary of General Foods, has been named assistant secretary.

Mr. Gibson has been a vice president of General Foods since 1939 with responsibilities for Birds Eye since 1933 and 40-Fathom products since 1944. He has been a director of the corporation since 1946.

Mr. Olney joined the Medina Canning Co. in June 1913. In October 1922 he joined the Snider Packing Corp. where he became president in 1934. When Snider became a General Foods unit in 1943, Mr. Olney continued as general manager.

Mr. Williams joined General Foods in 1939 following his discharge from the U. S. Army. He has worked in various purchasing positions and was named director of purchasing in 1943.

DeMILLE PLANS PACKAGE SHOW ON NEW BOOKS

FORMATION of a radio repertory group to perform in a package show entitled *The Book of the Week* is the plan of Cecil B. DeMille, who has been prohibited from radio acting by an AFRA assessment dispute.

The program will be a half-hour dramatization of new books and is currently being offered to advertising agencies by the William Morris agency.

Mr. DeMille plans to appear on the program himself, in a capacity similar to that which he held on the *Lux Radio Theatre*, if the Supreme Court grants him the right to return to the air. The AFRA dispute arose when Mr. DeMille refused to pay a union membership assessment. However, should the show be sold before any court decision is made, Mr. DeMille may produce the program by having dress rehearsals recorded and played back to him at his office where he can then confer prior to broadcast with the director.

Crosby Replacement

ABC starts *Phil Silvers Show* June 25 for 13 weeks as sustaining summer replacement for Philco *Bing Crosby Show* on 245 stations, Wed., 10-10:30 p.m. (EDST) and 9-9:30 p. m., all other time zones.

Block Net Show

ALTHOUGH Martin Block is already contractually tied to KFWB Hollywood and WNEW New York, Music Corp. of America has made $6,000 weekly offer to him for transcontinental record program, possibly on MBS. Deal is similar to *Paul Whiteman Club* on ABC stations starting June 30. Mr. Block would be starred on a five-weekly, one-hour recorded show. Meanwhile he is scheduled to start June 2 on KFWB, taking over 10 a. m.-1 p. m. shift. His WNEW recorded series continues.

PATT APPOINTED WDOD COMMERCIAL MANAGER

RALPH H. PATT, presently with the Chicago office of Paul H. Raymer Co., radio station representatives, becomes commercial manager of WDOD Chattanooga, effective June 15, it was announced last week by Earl Winger and Norman Thomas, the station's co-owners.

Mr. Patt

Mr. Patt will succeed Carter M. Parham, who announced his resignation last week after 18 years with WDOD, to become associated with the Radio Sales Co., Philco distributors in Chattanooga.

The new commercial manager's radio career began in 1923 with the Kansas City Nighthawks. From there, he spent 10 years at WJR Detroit in the program department and then became WPAY Portsmouth, Ohio, manager until he entered the Navy. After the war he joined Paul H. Raymer Co.

WABD NEW YORK SIGNS FOUR NEW SPOT SALES

WABD NEW YORK, Du Mont video station, announced four new spot sales last week.

The Pepsi Cola Co., Long Island City, N. Y., will sponsor one-minute spots before the Yankee afternoon baseball games and six-minute spots before each Yankee evening game. These were placed through Newell - Emmett, New York.

The Austin Nichols Co., Brooklyn, N. Y. (Mouquin Wines), will sponsor four-minute spots before the Yankee afternoon games and eight-minute spots preceding evening games. Short quiz programs called *Sport Names to Remember* will be used. Agency is Alfred Lilly Co., New York.

One-minute weather forecasts, Mon.-Fri., will be sponsored by Sanka Coffee through Young & Rubicam, New York.

The Keystone Plating Co. now sponsors five minutes of sports news each day immediately preceding the *Small Fry Club* program.

Sponsors of Three NBC Nighttime Shows Renew

NBC last week announced the renewal of three nighttime periods.

Procter & Gamble Co., Cincinnati, renewed *Life of Riley*, Sat., 8-8:30 p. m. through Benton & Bowles, New York, for 52 weeks, and has renewed *Truth or Consequences*, Sat., 8:30-9 p. m., through Compton Adv., also for 52 weeks.

Whitehall Pharmacal Co. New York, renews for 52 weeks the NBC Sunday 6:30-7 p. m. spot, with *Ellery Queen* going into that spot on June 1. Agency is Sullivan, Stauffer, Colwell and Bayles, N. Y.

Sponsors Video Hour

BRISTOL-MYERS Co., New York, will sponsor another television show in the 8:30-9 p. m. period on Sunday nights on WNBT New York, NBC video station, starting June 8, aside from its Jinx Falkenburg and Tex McCrary show in the 8-8:30 p. m. time on the same night. Agency for second period is Doherty, Clifford and Shenfield, New York.

More Research, Fewer High-Priced Packages Urged at AAAA Convention

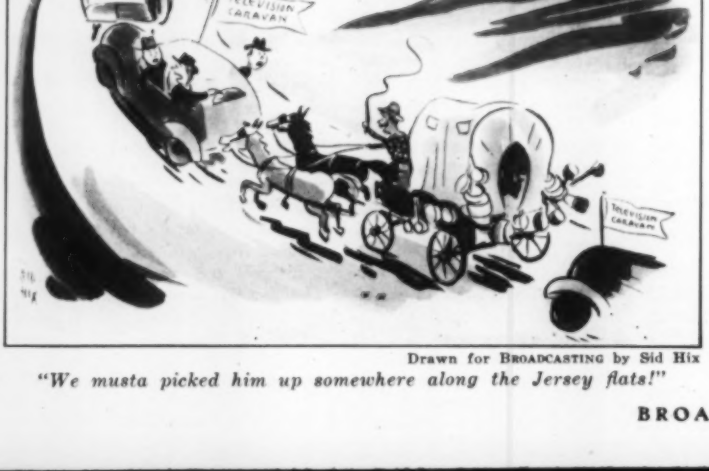
"RADIO must prove it can do the job more economically than any other medium," said Martin Work, production supervisor of Young and Rubicam, Hollywood, in an address before the sixth annual Southern California Chapter AAAA convention at Ambassador Hotel in Los Angeles, May 22.

Pointing out that radio must rid itself of the excess fat acquired during period of excess profits, Mr. Work stressed importance of research in achieving economy. More research must go into program development and buying, he asserted.

Another symptom of the past to be overcome is "reclaiming the creative function" by agencies as well as networks instead of continuing with high-priced packages, according to Mr. Work. Low cost programs ranging between $2,500 and $6,500 must be built to accomplish the marketing needs of advertisers, he contended.

Terry Mann, account executive of Don Lee Broadcasting System, and formerly media director of Foote, Cone and Belding, Los Angeles, outlined the aptitudes desirable in a media director today. Stressing importance of such a post in today's advertising agency, he felt the responsibility called for a combination of librarian, accountant, salesman and public relations specialist.

Other key speakers included Jack Smock, vice president of Foote, Cone and Belding, Los Angeles, and chairman of the creative group of ANA-AAAA, who detailed a "program for better understanding of our economic system"; John Sayers, west coast director of Audience Research Institute, described role of research.



Drawn for BROADCASTING by Sid Hix

"We musta picked him up somewhere along the Jersey flats!"

DAR Radio Action

DAUGHTERS of the American Revolution at their 56th Continental Congress in Washington, D. C., last week called on Congress to pass legislation assuring radio freedom from government censorship or control. "It is essential to the free and intelligent exercise of citizenship in a republic that radio broadcasting shall remain free from government censorship or control and be conducted in accordance with traditional American institutions of free speech and free enterprise."

NAB Asks BMB to Defer '48 Study to '49

Nets to Lose Active Status; Opinion Study Voted

By J. FRANK BEATTY

MACHINERY for continuing operation of BMB's audience reports was set in motion by NAB Board of Directors at its Wednesday-Thursday meeting held at the association's Washington headquarters.

The board said it "enthusiastically endorses and commends BMB for its outstanding work" in the first study but asked BMB's board to defer the second study from 1948 to 1949, heeding numerous suggestions from stations, with a long-range financing formula to be developed.

Other board actions included:

Change of networks from active to associate status, subject to industry referendum on by-law revisions. ABC will join.

Grant of more authority to the president in directing association operations, subject to referendum.

Transfer of annual conventions from autumn to spring, starting next year, with area and district meetings in the autumn.

Approval of a second public opinion survey, with $15,000 appropriated for field work.

Reversal of previous position on AFRA-network contract action, with four members to be named on joint AFRA committee.

Approval of extensive rewriting of by-laws, with new dues classifications, subject to referendum.

The BMB action came after more than a day of heated argument. Opposition from industry sources was based on the fact that 1948 is viewed as a bad coverage year because of the large number of stations being authorized by the FCC. Further, it was felt that more time should be allowed to perfect BMB's operating methods and provisions of the study itself.

Though a resolution adopted by the board did not expressly state that the next study should embrace practically all stations and not give coverage figures of nonsubscribers, it was understood these angles played an important part in the final decision.

Since BMB's board already has approved Study No. 2 in 1948, the NAB board asks that its resolution be presented to the BMB board meeting scheduled next July. The BMB board consists of seven NAB members with a like number from the American Assn. of Advertising Agencies as well as the Assn. of National Advertisers.

Several suggestions for financing of BMB after July 1 were offered, including one that subscribing stations make a 15% down payment toward the second study. Already BMB has over 120 station subscribers for the No. 2 study.

Ample opportunity to prepare for the second study is provided by the board's action in sending BMB back to the laboratory. The first survey was based on two years of preparation, with 710 stations, four national networks and 10 regional networks subscribing. It cost an estimated $1,400,000.

Mr. Feltis will confer with BMB committees prior to the BMB board meeting to lay out preliminary plans for the No. 2 study and present the NAB board's position.

Criticism was heard at the NAB board meeting on BMB's action in soliciting stations for information on their contract renewal plans [BROADCASTING, May 19]. BMB is understood to have taken the position that it merely sought information whereas some stations complained that renewals were being demanded prematurely.

Text of the NAB board resolution on BMB follows:

The Board of Directors of the NAB enthusiastically endorses and commends BMB for its outstanding work in the preparation and issuance of its first nationwide study of station and network audiences.

In light of the success of Study No. 1, we urge immediate and wholehearted industry support of Study No. 2 and recommend establishment of a long-range plan whereby nationwide studies are made at regular intervals and the continuing services of BMB are assured.

In order to allow sufficient time for this plan and to enlist station support on a permanent basis, the NAB board requests the BMB board to change the date of the next study from 1948 to 1949. BMB is proving itself to stations, agencies and advertisers and now deserves a permanent place in the industry.

The NAB board offers the services of its members for consultation with the BMB board in helping to establish a long-range financial plan to make possible the future operation of BMB to the end that the maximum number of stations will participate in BMB.

In adopting the shift of the four national networks from active to associate status the board rewrote Section 1 of Article III of the by-laws, subject to membership ratification.

The board action followed complaints of network influence at board meetings as well as claims that the association budget should not include roughly 10% from net-

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FIRST MEETING in new headquarters board room was held May 21-22 by NAB Board of Directors. Present were (seated, front row center): C. E. Arney Jr., secretary-treasurer; Harry Spence, KXRO Aberdeen, Wash.; George D. Coleman, WGBI Scranton, Pa.; Frank M. Russell, NBC.

Second row (l to r): John F. Meagher, KYSM Mankato, Minn.; Michael R. Hanna, WHCU Ithaca, N. Y.; Edgar Kobak, MBS; J. Harold Ryan, Fort Industry stations; Hugh B. Terry, KLZ Denver; Wayne Coy, WINX Washington; W. B. Ryan, KFI Los Angeles.

Rear (l to r): Campbell Arnoux, WTAR Norfolk; Martin Campbell, WFAA Dallas; Paul W. Morency, WTIC Hartford; William B. Smullin, KIEM Eureka, Calif.; Frank Stanton, CBS; Wiley P. Harris, WJDX Jackson, Miss.; A. D. Willard Jr., executive vice president; Clair R. McCollough, WGAL Lancaster; Justin Miller, president; G. Richard Shafto, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha; C. Bruce McConnell, WISH Indianapolis; T. A. M. Craven, Cowles Stations; James D. Shouse, WLW Cincinnati; Fred W. Borton, WQAM Miami; William B. Way, KVOO Tulsa.

FM, TV Directors

REVISED NAB by-laws to be submitted to referendum vote provide 10 directors-at-large—two for large stations, two medium, two small, one FM (Class A), one FM (Class B), one television, one facsimile [CLOSED CIRCUIT, May 12]. Any group must have at least 25 active members before it is entitled to a director-at-large. Each will elect its own directors-at-large. By-laws changes eliminate network directors except through M & O membership. In case of group ownership, groups will not be able to be represented in NAB through any station except station having the highest income.

McCarthy Bill Limiting Radio Ownership Stirs Opposition

PROPOSED BAN against the holding of radio station licenses by members of Congress and their wives raised such a storm of immediate opposition last week that an early and quick "burial" of the measure was predicted.

In spite of emphatic denial by the bill's author, Sen. Joseph R. McCarthy (R-Wis.), that it was in any way "political" it was recalled that Senator McCarthy had only recently defeated former Progressive Senator Robert LaFollette by a narrow margin. The former Senator has an interest in two Wisconsin stations, WEMP Milwaukee and WIBA Madison.

Senator McCarthy told BROADCASTING that his proposal was not "a shot out of the blue," but to the contrary he had promised such legislation during his campaign against Mr. LaFollette. He maintained stoutly that possession of licenses by members of Congress might possibly influence such members in decisions they might have to make regarding the FCC. In addition, he said, "when a member of Congress applies for a license, no matter how pure his motives or honest his procedures, it might appear to the electorate that his office was paying off."

He conceded that his bill as now written may discriminate too heavily against the citizen radio station owner who might run for Congress. An amendment might be in order, he added, which would exempt current station owners from having to divest themselves of radio properties after being elected to office.

It was doubtful, however, that the bill (S. 1309) would ever get beyond the discussion stage. There are already veteran legislators on both sides of the Congress who either hold or are applying for licenses.

One of the most dominating personalities in the Senate GOP hierarchy, Sen. Robert A. Taft (R-Ohio), has radio interests through his family which owns the *Cincinnati Times-Star* and its affiliate station WKRC. Sen. Arthur Capper (R-Kan.) holds part ownership in WIBW Topeka and KCKN Kansas City, Kan.

Sen. William F. Knowland (R-Calif.), whose family owns the *Oakland* (Calif.) *Tribune* and KLX Oakland, is also expected to oppose S. 1309.

Sen. John W. Bricker (R-Ohio), applicant for a station at Colum-

(*Continued on page 75*)

8 FCC Forms to Replace Present 18

Condensed Applications Are Due for Use By Sept. 1

EIGHTEEN FCC broadcast application forms will be reduced to eight and their bulk trimmed from 379 pages to less than 95 in the large-scale revision which is now nearing completion [BROADCASTING, May 5].

The reorganization plan is expected by informed sources to effect savings for the industry running into the hundreds of thousands of dollars annually by its simplifications and elimination of questions regarded as nonessential.

FCC authorities said the new forms should be ready for announcement within a few weeks. They are due to go into use Sept. 1. Several other broadcast forms, including those for annual reports, are slated for revision later.

The revisions have been made by FCC, Budget Bureau officials, and a special industry committee. The task they set for themselves was to take the various application forms that have evolved over the years, organize them logically and cut out nonessentials and duplications while phrasing the remaining questions to secure a maximum amount of pertinent information with a minimum of effort for the applicants.

The project, viewed as the first major and by all odds the largest revision of broadcast forms, dates back at least to 1944, when initial studies were started, and was reactivated more than a year ago.

The major part of the task has been completed, although several questions, some of a high policy nature, remain to be settled. These, however, are regarded as relatively simple when compared to the overall reorganization and recodification job that already has been done.

Drastic Reduction

In addition to eliminating many questions considered unnecessary, particularly in reference to the financial and legal qualifications of applicants, officials said the Commission and its "consultants" from the Budget Bureau and industry committee have standardized several sections so they may be used identically in all forms. Not counting parts thus duplicated from one form to another, the revision cuts the present 379 pages to about 50.

Heretofore, it was noted, the various forms frequently made different approaches to the same information. Under the new plan, the approach to any given subject will be the same in all applications.

Sections thus standardized include those dealing with an applicant's general and legal qualifications, financial qualifications, program service, and engineering data. In addition, each form will have a cover sheet containing instructions and providing space to identify the applicant and show the nature of the application.

The new forms also are slated to revise the existing forms for AM program log analysis (in AM renewal application) and the FM weekly program analysis for the first year of operation.

In lieu of these forms as they now stand, the new analysis questionnaires, likes all of the program-service section, will follow generally the pattern laid down in FCC's Blue Book. But, it was reported, there will be some modifications including provision for the licensee to add program classifications of his own choice if he thinks the application form's (and the Blue

(Continued on page 58)

FCC May Soon Be Handling AM Pleas on 30-Day Basis

FCC AUTHORITIES said last week that the Commission soon may be in a position to handle new AM applications on a 30-day basis —either granting or setting for hearing within 30 days after filing.

This belief was predicated largely on confidence that remaining applications in Procesing Line 1, for the most part left over from the temporary expediting procedure which ended May 1, could be cleared up "within two or three months at best."

Thus far, it was understood, there has been no Commission directive instructing the staff to concentrate specifically on Line 1, which is composed of simpler applications. If and when such a concentration of effort is authorized, as has been expected, FCC sources feel they can bring Line 1 cases up to date within a relatively short time.

Not counting daytime applications for U. S. 1-A and 1-B channels, which are being kept in the pending files until there is a decision on the daytime skywave case, it was estimated around 100 applications remain in Line 1. All of the more complex (Line 2) cases filed by Feb. 7 were acted upon by May 1.

One factor which might delay the "go-ahead" signal for more concentrated attention on Line 1, at least momentarily, would be the filing of a large number of petitions for changes in applications set for hearing during the expediting period. This has been expected, and might "tie up" staff members temporarily. Several such petitions already have been received.

In informed Commission quarters there is belief confirming recently circulated reports that FCC would abandon its policy of handling applications in the order in which

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Labor Reform Bill Expected This Year

Confidence of Passage Mounts Despite Anticipated Veto

CONFIDENCE MOUNTED last week that a labor reform bill will be added to the statute books this year, despite an expected Presidential veto.

Senate and House conferees completed their first week of discussion aimed at bringing about a compromise between "tough" House legislation and comparatively "mild" Senate proposals [BROADCASTING, May 19]. Although the first series of conferences did not produce a perfect "meeting of minds," leaders from both Houses predicted eventual agreement, not later than the end of next week.

Taft's Disclosure

Section-by-section voting is expected to begin early next week. This will determine the precise areas of disagreement. To date, according to Senate Labor Committee Chairman Robert A. Taft (R-Ohio), there has been "no definite agreement" on any particular phase of the proposed legislation.

Senate conferees objected particularly to a House proposal for a ban against industry and nationwide bargaining. No such ban is included in the Senate version. Liberal GOP Senators, such as Sen. Irving M. Ives (R-N. Y.), have objected to this type of legislation and predicated that if it were included in the final bill there would be less chance of mustering sufficient strength in the upper chamber to override a veto.

Court Fight Looms From WGAR Grant

WADC Denial Is Based Solely on Grounds Of Programs

THE LONG-DRAWN FIGHT between WGAR Cleveland and WADC Akron for 1220 kc with 50 kw (directionalized) moved through another round last Thursday when FCC issued its decision granting WGAR's application and denying WADC's.

It was another step, observers felt, toward a sure court test of FCC's right to decide applications on the basis of program plans. And FCC cooperated by departing from its usual procedure and denying WADC's application — solely on pro ram grounds—"independently of any consideration of the existence of the WGAR application."

The result was the same as it was in the proposed decision [BROADCASTING, Oct. 14]. But the conclusions were re-phrased—more carefully, observers thought, as in anticipation of a court test—and this time Comr. Clifford J. Durr, while concurring in the denial to WADC, objected to the grant to WGAR because of the service overlap that would exist between the Cleveland station and its sister outlet, WJR Detroit.

Chairman Charles R. Denney and Comrs. E.K. Jett and Ray C. Wakefield, the only other participants, over-ruled Commissioner Durr's objections. They contended, as the full Commission did in the proposed decision, that a waiver of the duopoly rule is justified in this case. Comrs. Paul A. Walker, E. M. Webster, and Rosel H. Hyde did not participate.

Principal reason behind FCC's procedure of deciding the two applications separately, rather than comparatively, was a desire to circumvent WADC's argument that the Cleveland station should be disqualified on duopoly grounds and that its own application therefore should be preferred on a comparative basis. But FCC sources said the Commission used the procedure knowing that a more clear-cut test of Blue Book would be provided.

WADC, which has been devoting about 60% of its broadcast time to network programs (CBS), proposed to carry all programs offered by the network, in event the Commission granted its application to move from 1350 to 1220 kc and increase power from 5 to 50 kw. It proposed to sell all the non-network time it could—from 5 to 8 a.m. daily—but doubted that it would be able to sell more than 65%.

"We feel that we will be serving a definite need, and the overall picture of CBS is such that we will take care of our territory with educational, religious and all other types of programs," the station declared.

FCC re-phrased and elaborated upon the proposed decision's rejection of this policy. It said it did not mean to imply that CBS and the other networks do not have "high calibre" programs. But it insisted that WADC's plan would be "an abdication" of licensee's program duties "to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind."

Look, Richard . . .

Maybe we ought to be ashamed of ourselves for riding that gag, too . . .

But it's such a natural we couldn't pass it up. Our point, as you know if you read these W-I-T-H ads, is: the way to open the door in Baltimore radio is W-I-T-H, the successful independent.

That's the way to get yourself sales at the lowest cost in this 6th largest city . . . because W-I-T-H delivers more-listeners-per-dollar-spent than any other station in this big 5-station town.

Smart advertising lists carry 4 important radio call letters in the Baltimore market, and remember there are four other stations in town.

The advertisers who make sales down here use the call letters of W-I-T-H.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

'Voice' Now Seems Assured of Funds

House Foreign Affairs Group Puts Approval On Mundt Bill

"VOICE OF AMERICA" seems virtually assured of substantial funds for continuance—a radically altered outlook from a month ago [BROADCASTING, April 28] when it was learned that the House Appropriations Committee planned elimination of the broadcasting budget.

Two developments dominated the international broadcasting scene last week: The House Foreign Affairs Committee on Wednesday unanimously approved a measure by Rep. Karl E. Mundt (R-S. D.) authorizing the State Dept. to continue its Office of International Information and Cultural Affairs, and Walter S. Lemmon announced that his Worldwide Broadcasting Foundation will seek $2,000,000 worth of public support for expansion of a privately-operated shortwave program.

Committee action on OIC climaxed almost two weeks of hearings during which top civilian and military personnel from a number of departments testified as to the essentiality of the "Voice" [BROADCASTING, May 19]. Shift in House sentiment also was reflected in in nation-wide editorial support, and even brought the program's bitterest enemy, Appropriations Committee Chairman John Taber (R-N. Y.), to the point of expressing partial approval.

Testifying before a Foreign Affairs subcommittee on May 17, Mr. Taber said he would not object to OIC broadcasting activities if they were strictly limited by law and on a temporary basis.

Drive for $2,000,000

As if in answer to Mr. Taber, Mr. Lemmon announced a drive by Worldwide Broadcasting Foundation for $2,000,000 to put its nonprofit, non-commercial World Radio University on a broader base. Worldwide's WRUL Boston is the only American shortwave transmitter to return to private sponsorship since international stations were taken over at the start of the war.

Mr. Lemmon said plans for raising the $2,000,000 are only in outline form. Committees have been set up, he said, in New York, Boston "and other communities" to solicit public contributions. The fund is projected as a reservoir to carry on the Foundation's work over a period of two or three years. Mr. Lemmon said stations interested in preserving free enterprise in radio are expected to contribute to the Foundation, as well as individuals and other organizations.

Meanwhile, the OIC enabling legislation left the Foreign Affairs Committee with a number of important changes. Chief among them was a section providing "insofar as practicable (the Secretary of State) shall avail himself of private agencies . . ." for the transmission and programming of broadcasts for foreign consumption.

The bill also contains stringent security clauses. If passed it would require the FBI to pass on all personnel currently employed or to be employed.

The amount which will be restored to OIC remained a matter of considerable question. Representative Taber maintained that the entire program could be competently handled for one-third the original budget of $31,000,000. Sen. Carl A. Hatch (D-N. M.) told the Senate last Monday that "Congress could well appropriate the entire $31,000,000 for this year alone."

He is also co-sponsor of an emergency "short" bill to authorize only the information services of the State Dept. This short bill will be introduced by Sen. H. Alexander Smith (R-N. J.) only if the Mundt bill (H. R. 3342) is not passed in time to provide authorization for a deficiency appropriation which must be enacted before current OIC funds run out on June 30.

Television Caravan Has Successful Test in Pa.

THE first important direct merchandising tieup with television was launched in Reading, Pa. last week when the Television Caravan sponsored by the Allied Stores and RCA Victor [BROADCASTING, April 21] appeared at Pomeroy's Department Store.

Telecasts were shown on 11 video receivers dispersed throughout the store. According to Samuel Cuff, former WABD New York general manager, who is supervising the Caravan, accent was on sales and there was no attempt at entertainment. The results have been gratifying, Mr. Cuff said. He added that the Reading show was merely a tryout. The Caravan officially begins its nationwide tour at Jamaica, N. Y., June 3.

Gates Appointed

HILLIARD GATES, presently sports and public service director of WOWO Ft. Wayne, has been named manager of WKJG and WKJG-FM, both now under construction. The appointment, effective June 1, was announced last week by W. A. Kunkel Jr., president of the Northeastern Indiana Broadcasting Co., which will operate the stations.

Mr. Gates

Lever Replacement

LEVER BROS. Co., Cambridge, Mass. (Rinso), effective June 3 for 17 weeks, replaces the *Amos 'n Andy* show on NBC with *Call the Police* (Tues., 9-9:30 p. m.), a dramatic crime series glorifying the policemen of the country. Feature of the show will be the award of the week to a U. S. policeman for outstanding feat of police work beyond the call of duty. Agency is Ruthrauff & Ryan, New York.

GE Promotes Wild

A. F. WILD, formerly engaged in the sale of aviation electronic equipment for the Transmitter Division of the General Electric Co., Syracuse, has been appointed sales manager of television equipment in the Division. Mr. Wild has been employed in engineering and sales work at General Electric since 1937.

Mr. Wild

N.Y. Area Class B FM Case Decision Exceptions Filed

AN "EXPIRED and forfeited Class B FM permit" was used improperly by FCC to weigh its decision in favor of a competing application of WPAT Paterson, North Jersey Radio Inc. of Newark alleged last week in its exceptions to the Commission's April 9 proposed decision in the New York area Class B FM case. The permit in dispute is that of WAAW (FM) Newark (WAAT) which, North Jersey Radio claimed, expired March 1 and was lapsed until subsequent extension to Sept. 1 by FCC action on April 29, after the proposed decision. North Jersey Radio, licensee of WBYN Brooklyn, is moving the AM station to Newark under Commission approval.

In a separate petition North Jersey Radio has requested FCC to reconsider its extension of the WAAW permit and asked that the facility involved be made available

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Opponents Testify Against NAPA Bill

ASCAP President Terms Authors "At Mercy" Of Disc Firms

ARTISTS AND INDUSTRY teamed up last Friday in opposition to proposed legislation to give performers a share in royalties on reproduced music. Industry, groups representing performing artists, and music writers gave their testimony to a House Judiciary subcommittee chairmanned by Rep. Earl R. Lewis (R-Ohio).

Deems Taylor, noted composer, music critic and president of the American Society of Composers, Authors and Publishers, charged that H. R. 1270 would leave authors "at the mercy" of record manufacturers. Neither record manufacturers nor performers are authors, he added, "and they should not be given a copyright."

NAB opposes the legislation but was not called to give testimony last Friday.

The bill was introduced by Rep. Hugh D. Scott Jr. (R-Pa.), on the request of the National Association of Performing Artists. NAPA's general counsel, Maurice J. Speiser, asserted the legislation "will do no more than bring the Copyright Act abreast of the times."

He maintained that present law permits the exploitation of performing artists, who are entitled to the same protection accorded composers and authors. The Copyright Act, he said, draws an arbitrary distinction between the property rights of authors and composers, and the performer who "gives life to the dormant product" of the composer or writer.

Decca Records, Inc., opposed the bill, but offered a substitute which would grant royalties to record manufacturers who in turn would share income thus gained with the artists who performed the record. Decca's argument submitted that recordings are works of art and therefore deserving of protection which should be extended both manufacturer and performing artist.

Measure is further opposed by Music Publishers Protective Assn., whose counsel, Sidney W. Wattenberg, testified.

The Judiciary subcommittee also took testimony on a related bill by the same author designed to extend copyright protection to records played by coin-operated machines. Some of the organizations which opposed Mr. Scott's other bill supported H. R. 1269. Both NAPA and ASCAP agreed that the playing of records on coin-operated machines should not be distinquished from other "public performances for profit" which are protected under existing copyright laws.

PUTTING MOTION IN DEPARTMENT STORE PROMOTION!

John Q. Public's urge-to-buy is a mite less overwhelming, these days. Retailers report growing inventories in more and more classes of consumer goods.

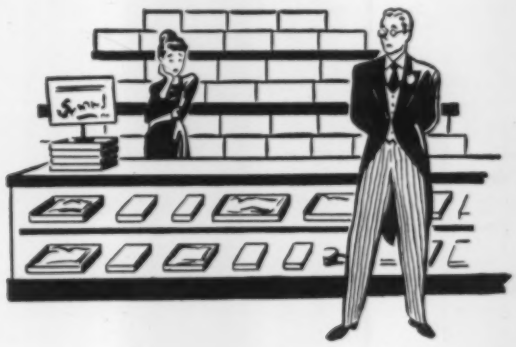
But smart merchandisers, who want to keep stocks moving, know of one sales-tool that does the job.

That tool is radio!

Here's just one example. In Portland, Oregon, Lipman Wolfe & Co., a leading department store, has aired programs on Westinghouse Station KEX for *five years*.. currently at the rate of *371 hours* per year. For the most part, these programs are institutional in concept, symphonic in content. But through adroit and timely *sales*-messages, when needed, the Lipman Wolfe promotion people have proved, time and again, that radio really moves merchandise off the shelves.

This trick, of course, requires a large and loyal station audience.. standard equipment, we might add, with Westinghouse stations in six great market areas: Boston and Springfield, Philadelphia and Pittsburgh, Portland and Fort Wayne. Each Westinghouse station, moreover, keeps *increasing* its following.. through skillful promotion of both local programs and network shows, and through consistent service in the public interest.

If it's response you want, Westinghouse stations can deliver it!



WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

FUN ON SUNDAY means SALES ON MONDAY

"The Adventures of OZZIE and HARRIET"

(Mr. and Mrs. Nelson, that is!)

WMT combines Showmanship with Salesmanship to give you the No. 1 Buy in Eastern Iowa

Ozzie Nelson, Harriet Hilliard and their irrepressible youngsters are favorites in Eastern Iowa, too . . . which, of course, is another reason why WMT is the favorite station among the 1,131,782 persons covered within its 2.5 MV line. WMT is the only station that offers those good, good CBS programs in this whole, great area. That makes it a real advantage for you to tie up your sales message with assured popularity. Get the facts now—and get on WMT. Our story is a big one to tell—an important one to hear.

Contact Your Katz Agency Man at Once.

Member of the Mid-States Group

NBC SYMPHONY 'ROMEO AND JULIET' RATES TOP

THE performance by Arturo Toscanini and the NBC Symphony of Berlioz's "Romeo and Juliet" on Feb. 9 and 16, 1947, was honored as the outstanding musical event of the radio year by music editors of the daily newspapers of the U. S. and Canada in the Fourth Annual Poll of Music on the Air conducted by *Musical America*, international music news magazine.

Balloting among 600 men and women of the press in principal cities in the U. S. and Canada also brought forth winners in 20 other classifications as follows:

Outstanding Metropolitan Opera broadcast—"Tristan and Isolde"; symphony orchestra—Boston Symphony (ABC); symphony conductor (regular)—Arturo Toscanini; symphony conductor (guest)—Bruno Walter; concert and program conductor—Donald Voorhees; orchestra with featured soloist—"Telephone Hour" (NBC); concert orchestra—Longines Symphonette (WOR and local); musical variety program—"Album of Familiar Music" (NBC); woman singer (regularly featured)—Eleanor Steber; woman singer (occasionally featured)—Marian Anderson; man singer (regularly featured)—James Melton; man singer (occasionally featured)—Ezio Pinza; instrumental ensemble—NBC String Quartet; vocal ensemble Collegiate Chorals; instrumentalist—Pianist, Arthur Rubinstein; violinist, Jasha Heifetz; organist, E. Power Biggs; program of educational character—"Gateways to Music" (CBS); announcer-commentator—Milton Cross (ABC).

A special award went to NBC, which "consistently through the year served most faithfully the cause of serious music."

RADIO HELPS CHILDREN, NEW YORK REC IS TOLD

RADIO programs help children by providing an outlet for their natural instincts for suspense and fantasy, the New York Radio Executives Club was told at its meeting May 15 [BROADCASTING, May 19].

Guest speaker at the meeting, Dr. S. Harcourt Peppard, acting director of the Bureau of Child Guidance of the New York Board of Education, in discussing the influence of radio on children, said that he had never seen a case of neurosis in a child caused by listening to the radio. Defining "fear" as the conscious reaction to real danger and "anxiety" as the largely unconscious reaction to fear when there is no real danger, he said that "a radio drama may be sufficiently realistic to produce fear, but I have never seen a case of one causing anxiety. If it can't cause anxiety," he added, "it can't cause neuroses, which are based on anxiety."

He said that the critics of children's radio programs may be divided roughly into three groups: those who "find pleasure in protest"; those who "want society to bring up their children for them so they won't have to bother to see what books they read, what movies they see and what radio programs they hear," and a group of people who honestly want to improve children's programs.

WRUN Awards

WRUN (FM) Utica-Rome, N. Y., has instituted awards to the "Citizen of the Month" and "Organization of the Month" as a public service. Presentations are made by Bradley C. Barnard, president of Rome Sentinel Co., owner of WRUN, and Emlyn Griffith, WRUN assistant director. Nominations for the monthly awards may be made by anyone in WRUN's signal area. Citation for April went to J. Lyle Stillman, Rome city engineer.

AL RICHARDS (center) of Richards Radio Co., Kansas City, Kan., legalizes contract with his name for the *Sports High Light* show six times weekly over KOZY (FM) Kansas City, Mo. Firm also holds an option for all sports events covered by KOZY. Standing by are Jack Pearson, (l) KOZY news director, and O. R. Wright, KOZY sales manager.

Ratings and Sets-in-Use Down; Daylight Saving Time Blamed

ADVENT of daylight saving time last month was blamed by the May 15 Hooperatings report for a general drop in ratings and sets-in-use. The annual confusion of the listener again was reflected by the decrease in average evening sets-in-use from 30.7 in the April 30 report to 26.5 in the latest report, a drop of 13.7%.

Last year a 0.1 loss was experienced in average evening sets-in-use May 15 in comparison with April 30 report. Last year's very slight loss, the report continued, was interpreted to be a direct result of the intensive listener-directed publicity on schedule changes.

In 1942-43-44, when the entire country was under uniform wartime conditions, May 15-April 30 evening sets-in-use comparisons showed an average loss of 4.5%.

The problem of the listener in locating his programs on the networks evidently has not been solved, the report stated.

Bob Hope led the list of first 15 evening programs in the May 15 Hooperatings, followed by *Fibber McGee & Molly* and Red Skelton.

The average evening sets-in-use of 26.5 was down 4.2 from last report and up 0.4 from a year ago. The average evening rating was 8.7, down 1.4 from last report and up 0.1 from a year ago.

Average available homes were 76.7, down 1.7 from last report, down 1.5 from a year ago. The current total sponsored hour index was 69½ as compared with 70¼ last report, 75¼ a year ago.

A tabulation of the first 15 evening programs was: Bob Hope 26.9, *Fibber McGee & Molly* 24.8, Red Skelton 24.1, *Radio Theatre* 22.3, *Amos 'n' Andy* 20.4, Fred Allen 19.5, *Screen Guild Players* 19.0, Jack Benny 18.8, *Charlie McCarthy Show* 18.3, Walter Winchell 18.2, *Mr. District Attorney* 17.6, Bing Crosby 16.6, *Duffy's Tavern* 13.8, *Bandwagon* 13.6, *Truth or Consequences* 13.5.

The average daytime sets-in-use of 16.9 was down 0.7 from last report, up 1.6 from a year ago. The average daytime rating was 4.3, down 0.5 from last report, up 0.3 from a year ago.

Home Figure Down

Average available homes were 71.6, down 1.5 from last report, down 0.6 from a year ago. The current total sponsored hour index was 84, as compared with 81 last report, 91¾ a year ago.

When a Girl Marries led the list of top 10 daytime programs with *Romance of Helen Trent* in second place and *Portia Faces Life* third.

The top daytime programs listed in the report were: *When a Girl Marries* 7.6, *Romance of Helen Trent* 6.6, *Portia Faces Life* and *Young Widder Brown* each 6.4, *Stella Dallas* 6.3, *Ma Perkins* (CBS) 6.3, *Lorenzo Jones* 6.2, *Breakfast Club* 6.1, *Young Dr. Malone* 6.0, *Just Plain Bill* and *Kate Smith Speaks*, each 5.9.

Cleveland Area Group Refutes Popular Charges That Serials Harm Children

CLEVELAND PARENTS and educators sat up and took notice last week after a survey of 1,000 school children showed that the average pupil spends about 14 hours a week, or half the time he spends in classes, listening to the radio. It was not the amount of time, however, which worried most educators. Rather, it was the type of programs, which the children ranked as follows:

The Lone Ranger, Gang Busters, Capt. Midnight, Tom Mix, Terry and the Pirates and *Superman.*

After discussing the pros and cons of the situation, the educators asserted: (1) Modern serials like *Buck Rogers* are just as "normal" for Junior as *Nick Carter* was for Dad; (2) schools play a secondary role in developing children's radio tastes; (3) radio listening is robbing children of outdoor play and is harmful in this respect.

Individual comments were varied, however. Paul Rehmus, Lakewood school superintendent, said, "It may be deplorable, but it is a problem for each home to settle." He urged that parents take more interest so as to guide their youngsters' selections and gradually give them good taste.

Dr. W. B. Levenson, president of the nationwide Assn. for Education by Radio explained it thus: "Old and young through the ages have hungered for tales of adventure and escape. The stories might harm the borderline child, but not the normal boy and girl." Mark C. Schinnerer, assistant superintendent of Cleveland schools, also blamed the parents. "Our school radio station," he said, "demonstrates to pupils what is worth listening to is also good listening. After 3:30, when children go home, parents must step in."

Admitting that even *Treasure Island* is pale stuff after a siege of radio crime stories and adventures, a *Cleveland Press* editorial on May 15 cautioned parents that the proper solution, nevertheless, is not to smash the radio.

Dunlap's New Video Book Charts Industry's Future

ORRIN E. DUNLAP Jr.'s revised edition of *The Future of Television* was published last Wednesday by Harper & Bros., New York ($3.00). The book looks forward with the television industry and attempts to chart the future of video, and its effect upon the home, theatre, sports, business, etc. There are also sections on television techniques, some technical aspects, and a brief history of the medium.

Mr. Dunlap is the author of *The Outlook for Television* (published in 1932), *Radio's 100 Men of Science*, *Radar*, and others. He was radio editor of *The New York Times* from 1922 to 1940, and since that time has been on the executive staff of RCA.

Named to Philco Board

JOSEPH H. GILLIES, vice president in charge of radio production, and Robert F. Herr, vice president in charge of service division, have been elected to the Philco Corp. board of directors. Amendment to the company's charter was authorized by the board, with cancellation of 620,057 shares of B stock owned by the corporation.

Copywriter at D'Arcy Co. Given Erma Proetz Award

JANE WILLIAMS, copywriter for D'Arcy Advertising Co., St. Louis, has won top honors in the third annual National Erma Proetz Award competition for her work in the agency's campaign for the *St. Louis Globe-Democrat*. The award, given each year by the Women's Advertising Club of St. Louis for outstanding advertising created during the past year by a woman, was presented to Miss Williams at a dinner May 12 in St. Louis' Hotel Jefferson.

Judges for the contest were: E. K. Johnston, professor of advertising, U. of Missouri School of Journalism; Sidney A. Wells, vice president, McCann-Erickson Inc., Chicago; Bernice FitzGibbon, sales promotion in charge of advertising for Gimbel's, New York; John Swayze, director of advertising, Young & Rubicam, New York, and Mrs. Jean Rindlaub, vice president, BBDO New York.

In the Nick

A DISASTER was averted May 18 when WAAB Worcester, Mass. broadcast a warning about a mistake that had been made in the sale of highly-explosive naphtha in place of range oil. A gasoline station proprietor phoned Police Chief Charles Maloche to explain that he had sold the naphtha thinking it was range oil. The buyer was unidentified. WAAB flashed the warning, and the broadcast was heard by Samuel Laflin who immediately identified and warned his next-door-neighbor, Eugene Stebbins. The man was getting ready to pour the explosive liquid into his kitchen range.

District Court Dismisses Suit Against WIP's Ads

SUIT brought against Pennsylvania Broadcasting Co. (WIP Philadelphia) by Joseph N. Kane has been dismissed by Justice William Kirkpatrick in the District Court of the United States for the Eastern District of Pennsylvania. Mr. Kane charged that WIP, through its agency, Philip Klein Advertising, had infringed on his copyright of his book, *First Facts*, in the WIP series of trade paper ads illustrating historical "firsts."

According to Judge Kirkpatrick, "Even under the expanded doctrine of 'unfair use' relied on by the plaintiff, the defendant does not infringe. . . . The defendant is in no sense competing with the plaintiff and the appropriated materials by it cannot injure the plaintiff either by prejudicing the sale, diminishing the profits or superseding the objects of the original work . . . ."

KENYON IS RESEARCH FOUNDATION'S HEAD

OTIS A. KENYON, chairman of board of Kenyon & Eckhardt, New York, has been elected chairman of board of directors of Advertising Research Foundation in New York. Named as new members of board were: John F. Aspey Jr., advertising manager, Decker Mfg. Co., Gordon E. Hyde, president, Federal Adv., John F. Kurie, vice president, M & M Ltd., Walter P. Lantz, assistant to president, Lambert Co.

Mr. Kenyon

Paul B. West, president of ANA, and Frederic R. Gamble, president of AAAA, were reelected secretary and treasurer, respectively. Mr. Kenyon, foundation director since 1943, succeeds Stuart Peabody, assistant vice president of Borden Co.

Other directors reelected are: Arthur H. Boylan, vice president, Drackett Co.; Allan Brown, vice president, Bakelite Corp.; Robert B. Brown, vice president, Bristol-Myers Co.; Richard Compton, chairman of board, Compton Adv.; B. B. Geyer, president, Geyer, Newell & Ganger; H. H. Kynett, partner, Aitkin-Kynett Co.; William G. Palmer, vice president, J. Walter Thompson Co.; D. P. Smelser, manager, Market Research Dept., Procter & Gamble Co.; H. Paul Warwick, president, Warwick & Legler; Howard D. Williams, president, Erwin Wasey & Co.

Dignitaries Help Launch Station at Roswell, N. M.

NEW MEXICO'S NEWEST station, KSWS Roswell, opened May 18 amidst a flood of good wishes and congratulations from national, state and local dignitaries. On hand for the occasion were New Mexico's Governor, Thomas J. Mabry, Mayor Thomas J. Hall Sr. of Roswell and Louise Massey, singer of American folk-songs and ballads. Secretary of Agriculture Clinton P. Anderson and the state's congressional delegation sent transcribed messages.

The advertisers, too, participated in the opening with a 24-page congratulatory newspaper spread about the program schedule. Another eight-page section presented pictures and articles about the station and its plans.

Landon Asks Third

ALF. M. LANDON, ex-Governor of Kansas and Republican 1936 Presidential candidate, last week filed application with FCC for new local standard station on 1240 kc, 250 w unlimited, at Englewood, Col. Mr. Landon now has interest in three such requests, previously having filed for AM facilities at Leavenworth, Kan., and holding 65% interest in Seward County Broadcasting Co., Liberal, Kan., AM applicant. The present request is filed under name of Englewood Broadcasting Co.

Whata Man! . . .

Frank Jeter has received just about every honor a man in his field can achieve. (Past president of the American Association of Agricultural Editors, editor of the N. C. Extension Service, Phi Kappa Phi, Alpha Zeta, Alpha Gamma Rho, Who's Who, and lecturer at leading colleges and conferences.)

The impact of Frank Jeter's daily radio program is described by one farm agent as follows:

"The 1 P.M. farm news by Mr. Jeter is 95% responsible for the interest in modern methods among farmers in my county."

Whata Market! . . .

WPTF's Primary Has More Farm Income Than Any Southern State Except North Carolina Itself!

GROSS FARM INCOME

North Carolina	$712,604,000
WPTF Primary	640,895,000
Kentucky	490,285,000
Florida	423,728,000
Georgia	419,583,000
Virginia	383,722,000
Tennessee	367,721,000
Mississippi	333,528,000
South Carolina	259,925,000

WPTF 680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

TOPEKA

HERE WE COME

Our grant has been made! We're *moving* to the great capital of the "Heart of the Nation" where listeners already rate WREN "*Best all day—Best every day*"

For complete details and availabilities, call the nearest Geo. P. Hollingbery office

WREN

VERL BRATTON, General Manager

(Advertisement)

SUMMERTIME

"Summertime, an' the Livin' is Easy" . . . "Fish are Jumpin' " . . . but not radio billings!

An hiatus in the summertime by the big mogul advertisers of radio presents us with some thought. It does no good to speculate, but from time to time I have pondered the question, and I always wind up asking myself: "What goes on around here?" "Don't men still shave?" "Won't women continue to use Sweetheart soap in the summer?" Isn't Milani's 1890 Recipe just as good, or better, on salads in the cool of a summer evening as in the winter?" Surely people smoke every now and then even though it's hot. Some drink cokes, buy insurance, and make use of aperients. So what's wrong with the good old summertime?

It has always come to pass that some of our frenetic artists desire a lay-off every now and then, usually in the summer. As a matter of fact, some people with cool, calculated judgment think that some of them could do with a permanent rest from their arduous duties in radio.

But that isn't the point. The point is: Is the hiatus based right? Has someone with clever thinking dug up a survey that shows by its charts that people hole up at home more in the winter than in the summer? That may be. Perhaps the "if" survey shows that in the hot months most of the people in the United States enjoy other indoor sports better than radio listening. I don't know about that.

Why, in truth, do so many firms go off the air during the summertime, destroying the continuity of their advertising programmes; or, if they do continue to broadcast, why do they send in their second teams called "replacements" and thereby for those months weaken their position?

How can we in radio lick this situation? I think our salesmen should solicit people who specialize in commodities that sell better in hot months. People drink more iced tea in the summertime; surely ice cream is consumed in larger quantities, and I believe that Mr. Jantzen does better; and there isn't a survey needed to prove that our emphasis could well be placed on selling Skol or some kind of remedy that helps prevent the weekend burn of the beaches.

Why don't we concentrate on this type of sponsor? What's wrong with their money? As to shows and actors, perhaps our top coaches, Carlin, Mencer, et al., should emulate old Knute Rockne who had them three deep, all equally good. Perhaps we need to develop summer comedians, actors, who are just as good as our so-called "first teams". I have often wondered about all this. I wonder why no one has ever tried out Joe E. Lewis. He is one of the best comedians in the business, knows how to time gags, and with proper material ought to be a top flight man in the world of radio. What's wrong with a lot of the other comedians around the country? Why don't they get a try-out?

There isn't any real point to this column. It's simply a lot of speculation about the good old summertime. Over at WKAT we haven't the answer. As a matter of fact, we don't claim to be know-alls, but we have one tried and true remedy for Heatwave Radio. We try mightily every month in the year to produce the best programs possible. We likewise continue to sell, shifting our attack to those guys who need us most in the summertime.

Ah yes, indeedy, "Summertime, and the Livin' is Easy." True, in the cotton patches of the Deep South, but in the world of radio, a cinch bet is, "It ain't necessarily so."

FRANK KATZENTINE
WKAT.

Coast Guard Recruiting Transcriptions Released

A SERIES of quarter-hour Coast Guard recruiting records entitled *Jive Patrol* featuring the Coast Guard Academy Band and swing units under direction of Bud Jenks, were released May 15 and offered to stations throughout the country as a public service program. Shows are produced by Newell-Emmett, New York, for the service and are aimed at high school seniors. They will be distributed weekly to stations until mid-June.

In addition, Coast Guard recruiting drive is emphasized on the *Coast Guard Parade*, sustaining half hour, Mondays on MBS and also produced by Newell-Emmett. Agency is planning to produce a special fifteen minute documentary platter for the Coast Guard as a tribute to its anniversary Aug. 4.

Private Ownership Trend In Canada Moves Upward

A DEFINITE SWING in favor of private enterprise in Canadian broadcasting station ownership is seen in public attitude surveys in recent months, Walter Elliott of Elliott-Haynes Research Institute, Toronto, told the Toronto Radio Executives Club May 15.

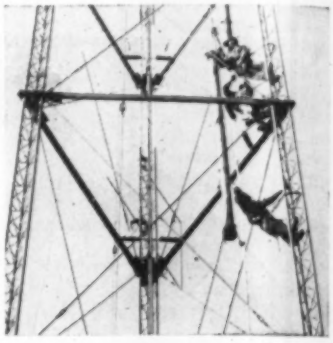
Surveys made during the war, at VE-Day, and three postwar surveys show that more Canadians have favored private ownership of stations all along, that there was a drop during the VE-Day period, coinciding with a period of doubt on all industrial problems, and that since that time there has been a definite rise towards private ownership, Mr. Elliott said. The ratio in summer 1946 was 5-3 in favor of private ownership, today is about 2½ to 1.

Overall national rating this spring showed 58% in favor of private operation of broadcasting stations as against 24% in favor of government operation.

WEAM Plans Pre-Sunrise Tests On Interference

TESTS looking toward pre-sunrise operation will be conducted May 26-31 by WEAM Arlington, Va., new 1-kw daytime outlet on 1390 kc, station officials announced last week. If the tests show no substantial interference to other stations in the early-morning hours, spokesmen said, WEAM will maintain a year-around sign-on time of 6 a.m. FCC rules provide for operations starting as early as 4 a.m. if no interference results, it was pointed out. But Commission spokesmen said in most cases heretofore there has been sufficient interference to prevent such pre-sunrise operations. Station officials asked that reports of interference, if any, be sent to WEAM.

WKY-FM COAXIAL CABLE
Installation Being Completed; Station to Take Air Soon



Workmen install section of WKY-FM coaxial cable.

INSTALLATION of 1700 feet of six and one-eighth inch coaxial cable for WKY-FM Oklahoma City is being completed, and the station plans to begin operations soon with an effective radiation of 11 kw on 98.9 mc. Eventually WKY-FM plans to operate with 132 kw.

The coaxial order, placed with Communications Products through Graybar Electric, is believed to be the largest in the world for an FM station, according to P. A. Sugg, WKY station manager. Installation of a 915-foot vertical and a 785-foot horizontal run by an eight-man crew was under the supervision of Jack Lovell, WKY chief engineer, and Mr. Sugg.

The vertical run is tied to a steel messenger and weighs 6500 pounds. Overall expansion of the cable is taken care of by mounting it on an adustable spring system.

WKY-FM's eight-bay antenna, built atop the 915-foot AM antenna of WKY, reaches a total height of 959 feet.

Toronto REC Appoints

TORONTO RADIO Executives Club, at its monthly meeting on May 15, announced the appointment of Gordon Keeble, F. H. Hayhurst Co., as chairman of speakers committee; Waldo Holden, commercial manager of CKEY Toronto, as chairman of membership committee; Ken Marsden, publicity director of CFRB Toronto, as chairman of publicity committee; and Syd Lancaster, Radio Representatives Ltd., as chairman of meeting arrangements.

Religious Radio

THE SECOND ANNUAL Workshop in Religious Radio, designed for leaders in religious radio, will be held at the U. of Chicago Aug. 4-28. The staff will be virtually the same as in 1946. Special discussions will be led by FCC Comr. Clifford J. Durr and Hal McCarty, director of radio, U. of Wisconsin.

FREDERIC W. ZIV COMPANY
Proudly Presents

Mr. RONALD COLMAN

Starring on the Most Brilliant Transcribed Dramatic Show Ever Offered for Local and Regional Sponsorship

Favorite Story

THE FAVORITE STORIES OF: SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE • ORSON WELLES • SINCLAIR LEWIS • FATHER E. J. FLANAGAN • CECIL B. DeMILLE • FRED ALLEN • IRVING BERLIN • ARCHIE GARDNER • ALFRED HITCHCOCK AND MANY MORE!

In the spirit of perfection that distinguishes this matchless series we have chosen as star... the one and only Ronald Colman. Now... his incomparable artistry, his magnetic voice and faultless diction, are yours to sponsor, in a dramatic program of unprecedented lavishness.

Here are the greatest stories of all time, masterfully adapted by writers preeminent in their field, Robt. E. Lee and Jerome Lawrence, under the editorial guidance of Author-Publisher George Palmer Putnam; a superb company of radio's finest actors; a fifteen-piece orchestra interpreting the daring and original musical scores composed and arranged for Favorite Story by Claude Sweeten and Robert Mitchell of the Rob't Mitchell Boy's Choir.

52 half hours are now available... every one a rare combination of prestige and dynamic entertainment, every one an unparalleled triumph of transcribed showmanship!

MASTERFULLY TRANSCRIBED FOR YOUR SPONSORSHIP BY...

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

Collins Radio Co. Names Two to Sales Positions

Mr. Aleks

Mr. Dicus

APPOINTMENT of Edmund J. Aleks as Southeastern sales representative and Jerry P. Dicus as West Coast sales representative of the Broadcast Division of Collins Radio Co., Cedar Rapids, Iowa, has been announced by the firm.

Mr. Aleks will have an office in Orlando, Fla. Mr. Dicus, who formerly was with Raytheon, will be in the Los Angeles Division of the Collins Sales Dept.

KFNF Sales Boom

MANAGEMENT of KFNF Shenandoah, Iowa, believes the station has established a sales record among outlets on the air for five years or more. For the first quarter of 1947 KFNF's net broadcast income was 53% above the same period last year. KFNF, which serves a farm market, has had no power increase and considers the gain a testimonial to its program policy.

Baker Reported Out

PHIL BAKER appears to be out as m.c. of CBS *Take It Or Leave It* (Eversharp), with replacement auditions being held in New York and Hollywood. Mr. Baker's withdrawal is reportedly based upon his unwillingness to originate program from New York.

NAB Executive Clarifies Rate Card Numbering and Order of Popularity

EDITOR, BROADCASTING:

We have read with interest BROADCASTING TRENDS in the May 5th edition of BROADCASTING Magazine.

Some confusion may result in the nomenclature you have used to identify the five model rate cards prepared by the NAB Sales Managers Subcommittee on Standardization of Rate Cards.

The card which gives "discounts based on the number (i.e. frequency) of program periods or announcements used within a twelve-month period was printed and distributed to all NAB member stations as card #2. This is the card preferred by the most timebuyers.

The card that has least preference by timebuyers is actually card #1 under the Subcommittee's nomenclature.

The actual difference is this: The NAB Subcommittee numbered the cards (No. 1 through No. 5) for identification purposes only, whereas BROADCASTING numbered the cards according to their popularity with timebuyers.

The final report on the NAB Sales Managers Subcommittee on Standardization of Rate Cards was submitted by Chairman Arthur Hull Hayes, WCBS New York, at the Convention in Chicago last October. The five model cards were approved, and following the convention were distributed to all NAB member stations with the report.

We have been sending the model cards to each new station joining NAB, informing them that timebuyers had un-officially told us they preferred card No. 2. We are glad to see that BROADCASTING TRENDS bears out this information officially.

J. Allen Brown
Assistant Director,
Broadcast Advertising, NAB

* * *

[Editor's Note: The different forms of rate cards described in the Trends survey which was published May 5 are numbered in sequence of their popularity and were not intended to duplicate the numbers designated for the various forms by the NAB.]

184.6% MORE

Now Nashville has natural gas—and industries are using 184.6% more than last year. . . . Such tremendous gain has created almost a new industry. . . . More workers were needed to lay extra lines and expand maintenance services. . . . Such new or increased business activity means more dollars added to the $800,477,000 buying income of the Nashville retail market. And it means more dollars to buy your products. . . . So, get your message to the Nashville market area by selling the large audience who listen regularly to WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

5,000 WATTS 980 KC

AMERICAN

•

MUTUAL

Represented Nationally By
THE KATZ AGENCY, INC.

WARK Hagerstown, Md. 250 w, ABC, Starts Soon

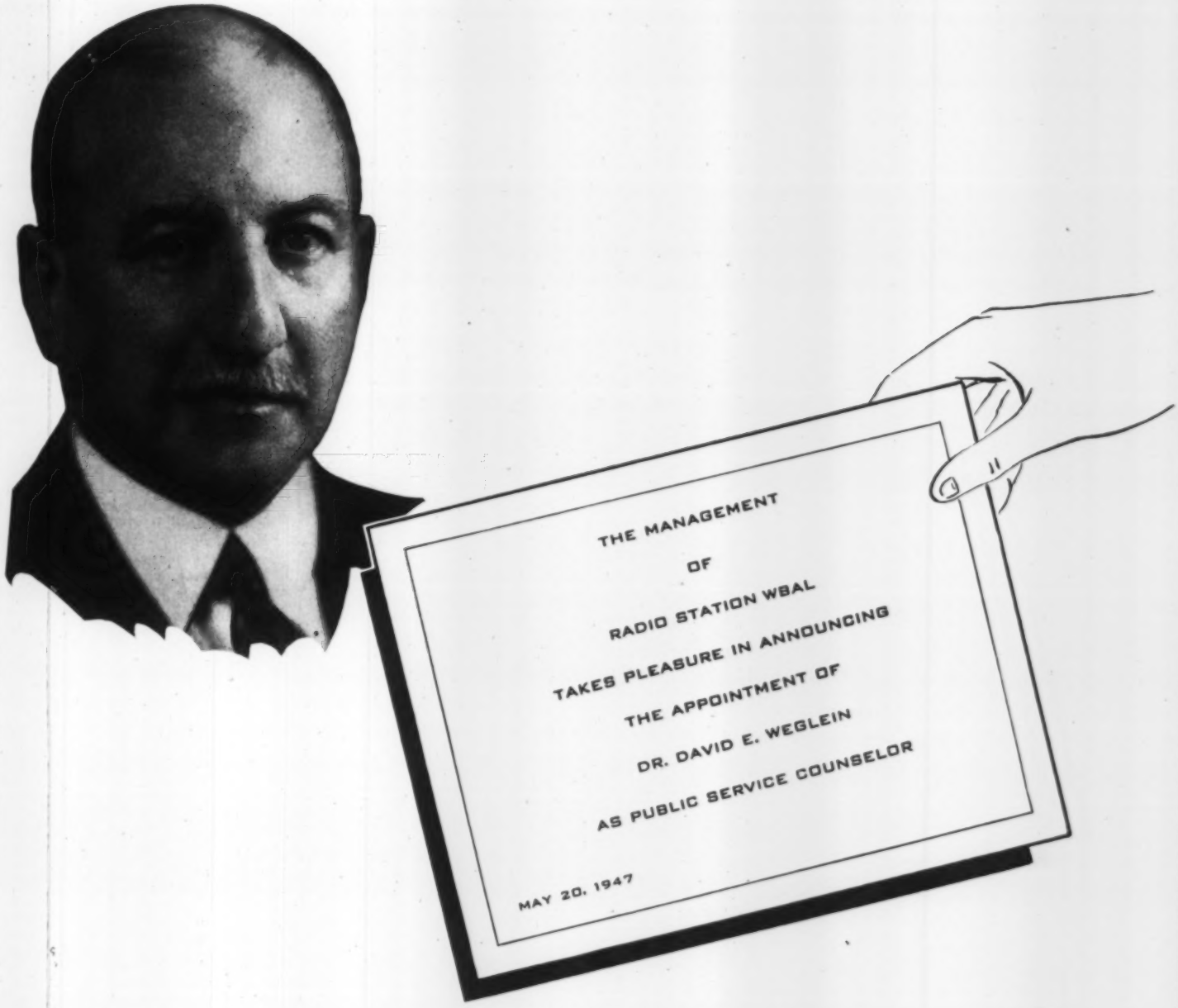
WARK, new 250-w fulltime ABC affiliate on 1490 kc at Hagerstown, Md., will begin operations within the next few weeks, according to Stewart W. Phillips, general manager of Antietam Broadcasting Corp., the licensee. Mr. Phillips, formerly with AFN-Munich, was with WTBO Cumberland, Md., before the war.

WARK studios, executive offices and living quarters for some of the staff will be in a large home at 128 S. Prospect St. News facilities of AP and transcription service of NBC-Thesaurus will be used.

Among the staff members, in addition to Mr. Phillips, will be G. Harold Brewer, chief engineer, and Jane Smith, continuity and traffic director. Mr. Brewer formerly was technical director of the Rahall stations, and Miss Smith was with WCOA Pensacola, Fla., and WJPA Washington, Pa. Other staff members are to be announced soon, Mr. Phillips said.

KATL Starts

HOUSTON, TEX., has its fifth AM station with the opening of KATL on May 12. The station, owned by the Texas Broadcasting Co., operates with 1 kw fulltime on 1590 kc. King Robinson, as general manager, heads an all-veteran staff topped by Program Director Bill Newkirk.



Dr. Weglein, *former Superintendent of Baltimore City Schools; and Associate Professor of Education, Johns Hopkins University,* will direct all WBAL Public Service Activities, including:

Junior Town Meeting	Report to the People	Harbor House
WBAL Radio Forum	This Business of Farming	Clean City Program
Baltimore Church of the Air	Mount Vernon Place	Voices of Tomorrow
Md. Veterans Round Table	The Dinner Bell	Program for Tomorrow
Morning on the Farm	It's Their Opinion	Listen Motorists

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

covering

and holding
A RICH MARKET!

Primary and secondary coverage areas of WDBJ, the Pioneer Radio Station that serves Roanoke and most of Southwest Virginia, have a total population of more than 850,000 — nearly 125,000 radio homes! Here is a region of diversified enterprises where heavy industry, farming, mining, and varied businesses frame a picture of steady year-round sales.

WDBJ alone adequately covers this region —at moderate rates—where 24.6 per cent of Virginia's total buying power is centered.

ASK FREE & PETERS!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

Beaumont, Tex., Daytime Station, KPBX, Launched

KPBX, new 1-kw daytime station in Beaumont, Tex., took the air May 9 on 1380 kc. Beaumont's Mayor Otto Plummer participated in the opening ceremony. Paul Beville, KPBX president and general manager, offered a $500 U. S. Savings Bond to the person sending in the best slogan for the new station.

Station's newspaper and magazine advertising will be handled by Howell-Sparks-Cable Advertising Inc., Houston and Beaumont, Mr. Beville announced.

Martin to WRUN

APPOINTMENT of Thomas E. Martin as station manager of WRUN and WRUN-FM Utica, N. Y., has been announced by Fritz S. Updike, general manager of Rome Sentinal Co., publisher of *The Rome Sentinel* and CP holder for both stations. Mr. Martin will assume his new post in July, coming from Watertown, N.Y., where he has been station manager of WWNY since it started in 1941.

Mr. Martin

WRUN-FM has been on the air since Dec. 22, 1946, under special temporary authorization and will be in permanent operation with 4.3 kw effective radiated power by late summer, Mr. Updike said, while the starting date for WRUN, which will operate with 5 kw days and 1 kw nights, directional, has not been announced.

Gleeson Protests

ANOTHER LETTER protesting the way in which the Army uses radio as a free medium has been written to the War Dept. by W. L. Gleeson, president of KPRO Riverside, Calif. [BROADCASTING, April 28]. The letter, addressed to General Eisenhower, says, in part: " . . . while asking radio to perform the service free, ask all other media to, in a like manner, perform their services free. If they won't do it, then pay radio for a portion of its services in proportion to the amount of money spent in other media."

Bergen Contract

EDGAR BERGEN has obtained reported $25,000 for his weekly package show in addition to transcribed West Coast repeat as result of new contract from Standard Brands Inc. NBC *Charlie McCarthy Show* resumes under new setup Sept. 7 with each western station taking program off line during eastern broadcast for repeat period as yet unsettled. Agency is J. Walter Thompson Co., New York.

TELEVISION PROJECT
Licensees of Indiana Station Also to Sell Receivers

SARKES AND MARY TARZIAN, who were granted a construction permit May 8 for a 1-kw television station in Bloomington, Ind., home of Indiana U., have announced plans to manufacture several thousand television sets to be sold "at the lowest possible figure" to residents of the Bloomington area. Purpose is to insure a large potential audience early in the station's operation, according to Mr. Tarzian, who heads a group of consulting engineers active in the field of television equipment development.

Mr. Tarzian cites two main reasons why he believes the new station will receive considerable notice. Extremely hilly terrain around Bloomington will make it a technical proving ground for video operation, he says. He points out also that the 121,000 people to be served will present a problem in whether or not such a market will support a television station. (Population of Bloomington itself is 43,000, including 10,000 university students.)

Present plans call for launching of the new station by next October. Dale Phares is manager. Most of the audio equipment is on hand and is being used for the Tarzian experimental station, W9XHZ.

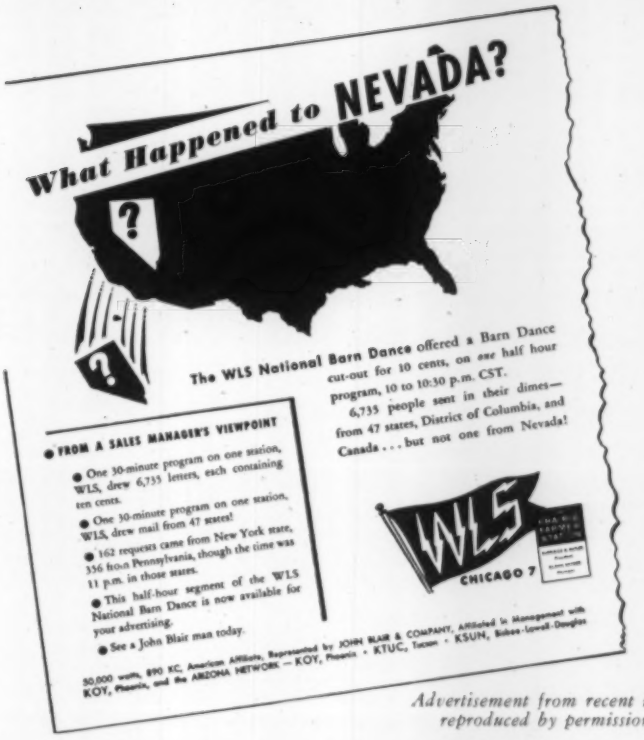
Heads WIBC

RICHARD M. FAIRBANKS has been elected president of Indiana Broadcasting Corp., which operates WIBC Indianapolis, it was announced following a meeting of the corporation's board of directors. Mr. Fairbanks has been a member of the board since acquisition of WIBC by the Indianapolis News Publishing Co. in 1944. He was employed for ten years in various departments of *Indianapolis News* before entering Navy service in May 1942. Since leaving the Navy he has been in the advertising department of the *Miami Daily News*.

Mr. Fairbanks

To Manage KSON

C. F. RABELL, former vice president and general manager of WNCA Asheville, N. C., has been appointed general manager of KSON, new 250-w San Diego, Calif., station on 1240 kc now under construction. Licensed to Studebaker Broadcasting Co., station goes on air about July 1. Homer Griffith Co., Hollywood, has been appointed national sales representative for KSON.


What Happened to NEVADA?
?
?
The WLS National Barn Dance offered a Barn Dance cut-out for 10 cents, on one half hour program, 10 to 10:30 p.m. CST.
6,735 people sent in their dimes—from 47 states, District of Columbia, and Canada . . . but not one from Nevada!
● FROM A SALES MANAGER'S VIEWPOINT
● One 30-minute program on one station, WLS, drew 6,735 letters, each containing ten cents.
● One 30-minute program on one station, WLS, drew mail from 47 states!
● 162 requests came from New York state, 356 from Pennsylvania, though the time was 11 p.m. in those states.
● This half-hour segment of the WLS National Barn Dance is now available for your advertising.
● See a John Blair man today.
WLS
CHICAGO 7
50,000 watts, 890 KC. American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

THANKS, WLS FOR PROVING WHAT WE'VE ALWAYS SAID FOR KOH RENO

Advertisement from recent issue of Broadcasting reproduced by permission of Station WLS

Don't let all those call letters confuse you. We're advertising for station KOH at Reno, Nevada. And this recent ad for WLS has given us a nice boost. *Here's the lowdown on what happened to Nevada*

WE AGREE that WLS has something to crow about. When you can pull requests from 47 states with a one-time, single-station offer, you're really good!

Quite naturally, the WLS ad asks: "What happened to Nevada?" We're delighted they brought that up. It's just like having a straight man set up your punch line for you.

You simply can't cover Nevada without KOH. Since 1928, KOH has been the station that most Nevadans listen to most. And in wealthy western Nevada, where population and buying power are concentrated, KOH practically monopolizes the audience day and night. Note these BMB audience figures on Reno's county, Washoe: daytime, KOH rates 96%, nighttime, 94%! Storey county averages 94.5%!

So anytime you have a radio job to do in Nevada —or eastern California—don't hesitate. Give the job to KOH, the *first* station in Nevada.

KOH *RENO, NEVADA*
1000 WATTS 630 KC.
NBC

ONE OF THE BEELINE STATIONS
McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. *National Representative*

Lovejoy Again Is Elected By New York Sales Club

FRANK W. LOVEJOY, sales executive of Socony-Vacuum Oil Co., was reelected to the presidency of the Sales Executives Club of New York at the annual election meeting at the Hotel Roosevelt on May 20.

The following were also elected:

Vice presidents—Arthur H. Motley, president, Parade Publications; Frank M. Head, vice president and general merchandise manager, United Cigar-Whelan Stores Corp. Secretary—Philip J. Kelly, vice president, Lennen & Mitchell; Treasurer—Thorndike Deland, president, Thorndike Deland & Assocs.; Two directors elected for two-year terms were Arthur J. Barlow, executive vice president, Kingsport Press, Inc., and Eugene S. Thomas, sales manager, Bamberger Broadcasting Service. Continuing as directors of the club are Dr. Paul H. Nystrom, president, Limited Price Variety Stores Assn., and George P. Johansen, Secretary-Treasurer, Advertising Distributors of America Inc. Harry R. White continues as executive secretary of the organization for the 14th year.

WERC May Court-Test Grant Under 'Expediting Procedure'

WHAT MAY BE the first step toward a court test of FCC's recent "temporary expediting procedure" was taken last week by WERC Erie, Pa., a 250-w outlet on 1230 kc.

WERC asked the Commission to (1) set aside its grant to Community Service Broadcasting Co. for a new Erie station on 1330 kc, and (2) designate the application for hearing with its own 1330-kc application. Community Service is owned equally by Keith Kiggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Ft. Smith, Ark.

Community Service's application was filed Feb. 7, the last day for tendering AM applications for consideration during the expediting period, which continued to May 1. WERC's was filed April 10 and, under the expediting plan, was put into the pending files until May 1. Community Service's application was granted April 30 [BROADCASTING, May 5].

WERC's petition cited FCC rules providing for hearings on mutually exclusive applications; contended the expediting plan would not prevent FCC's deferring action "on a particular matter having due regard for the public interest," and argued that "the particular facts" justify a waiver in WERC's case.

It was pointed out that WLEU Erie petitioned FCC in December 1945 for a show-cause order looking toward a shift of WERC from 1230 to 1450 kc. This petition was granted Feb. 5, 1947. WERC insisted that it therefore had insufficient time to discover and apply for a frequency of its own choice before Feb. 7, when the expediting plan went into effect.

The station noted that it first applied for 1330 kc in June 1942, when it was operating on 1490 kc and "experiencing cross modulation from WLEU on 1450 kc." The 1330-kc application was withdrawn during the wartime construction freeze. WERC said it then shifted from 1490 to 1230 kc, its present frequency, under an April 1945 authorization which did not require new construction.

Asserting it would not have applied anew for 1330 kc except for the Feb. 5 show-cause order, the station argued that it "should not be penalized by the Commission's delay of more than a year in acting upon the WLEU petition for an order to show cause, issued Feb. 5, 1947, and particularly where the issuance of such order at said time in conjunction with the temporary expediting procedure effected two days later . . . would foreclose [WERC] from taking proper procedural steps otherwise normally available to it."

The petition said WERC's owners are local residents who participate actively in station operation, while Community Service is controlled by non-residents who have interests outside of Erie and do not plan direct participation in daily operation of their station. These facts, WERC insisted, should be considered in a hearing on both applications.

Community Service's grant and WERC's application are for 1330 kc with 5 kw, directionalized full-time. WERC's petition was filed by Arthur W. Scharfeld of Washington law firm of Loucks & Scharfeld.

Political Magic

KTSA San Antonio accomplished a feat of political magic by airing five mayoralty candidates on the same program without a mishap. KTSA had the candidates come to the station individually and transcribe their respective platforms. Then the station played them on one show May 12, the night before the primary elections.

N. C. Assn. to Meet

FOUR CONVENTION sessions but no luncheon or dinner meetings are planned for the North Carolina Assn. of Broadcasters' convention June 23 and 24 at the Ocean King Hotel, Morehead City, N. C. The agenda is now being prepared, according to J. Frank Jarman, president of the association and vice president and manager of WDNC Durham, N. C. Several panels are planned and new rules and by-laws are to be adopted. Registrations are to be mailed to Harold Essex, WSJS Winston-Salem, association secretary.

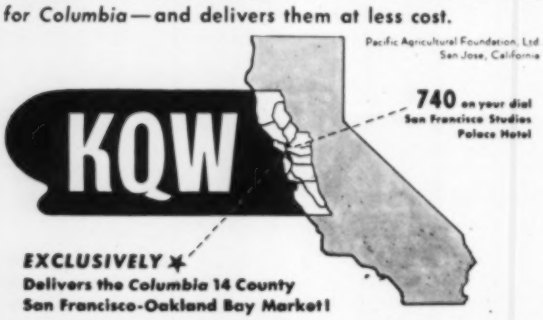
7 out of 10 Northern California Radio Families

ONE COLUMBIA STATION SERVES THEM ALL!

Of the 837,000 families living in KQW's primary listening area, 96.8% are radio families—that's 6% above the national average.

And these same families total 72% of all Northern California's radio families.

KQW serves these prosperous, radio-minded families *exclusively for Columbia*—and delivers them at less cost.



Represented Nationally by Edward Petry & Co. Inc.

IN ATLANTA, TOO

Today's theme is vast home-building, rapid industrial development.

Timebuyers know about the Southeast's No. 1 market, but the important thing to remember is that, for example, of *all* new homes building in Georgia, Metropolitan Atlanta accounts for approximately 57%.

And Metropolitan Atlanta is but a portion of the rich market WAGA's fine facilities, popular programs and powerful promotion delivers to advertisers.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

Covering TWO AT A TIME

Cover Dallas and Fort Worth with WRR-KFJZ

One-and-one adds up to considerably more than two where WRR and KFJZ are concerned . . . for the two cover a billion dollars worth of buying income in Dallas and Fort Worth—cover it twice for one price.

These two aggressive 5000-watters will schedule your broadcast so that both markets are hit twice . . . either simultaneously or at separate hours.

The power of your sales message is doubled . . . your coverage doubled . . . your results doubled. Expense? That remains single.

Make your budget dollar go twice as far with WRR-KFJZ.

TEXAS BEST RADIO BUY
WRR DALLAS KFJZ FT. WORTH
TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK DETROIT
SAN FRANCISCO CHICAGO
BOSTON ATLANTA
HOLLYWOOD

NEW TYPE MAGNETIC RECORDER

Manufacturers Claim Wider Frequency Response, Greater Dynamic Range for Device

RANGERTONE Inc., Newark, soon will place on the market a new magnetic tape recorder, which, the firm claims, will have a wider frequency response, greater dynamic range, and a lower noise to signal ratio than any present method of sound recording.

The new tape recorder, essentially an American adaptation of the German Magnetophone, is said to overcome some previous recording limitations. For broadcasters, probably one of the most important is the ability to cut and splice tape, thus allowing editing of recorded material, Rangertone, Inc. says. The new recorder will use 14-inch diameter reels accommodating enough tape for a half-hour of recording at a tape speed of 30 inches per second. There is also an extra unit for programs which require more than one tape.

The controls of the new recorder are simple, yet flexible, according to Rangertone. The erase, record and playback heads are contained in a plug-in assembly, thus facilitating replacement and maintenance. The erase head is always in operation in the recording stage, but may be used separately.

An unusual feature is the machine's ability to erase a signal already on the tape and record another in one operation. As a safeguard against accidental erasing of recorded material, two push-buttons must be depressed before a new recording can be made. Push-button controls take care of record, rewind, playback and stop functions. A five-position speed control lever permits running tape in either direction at slow and fast speeds when the machine is in rewind position. This lever also permits location of a particular point on the tape for editing or dubbing. A running time indicator or footage counter helps in "cueing" recordings.

The new recorder boasts the following performance figures: At a tape speed of 30 inches per second there is a minimum response of 40-10,000 for 30 minutes running time. At 36 inches per second it's 40-12,500 for 25 minutes and at 18 inches per second 50-7,000 for 50 minutes. The noise to signal ratio is approximately—70db ear weighted.

Rangertone's magnetic tape recorder.

Cost of the unit has not yet been decided, but company estimates it will not go above $3,000 and the tape initially will be $10 for a 30-minute roll.

Special FM Day Urged For National Radio Week

SPECIAL FM day during National Radio Week Oct. 26-Nov. 1, proposed to the RMA subcommittee laying plans for the event, will be considered at a subcommittee meeting May 27. Meeting will be held at the offices of the Fred Eldean Org., 670 Fifth Ave., New York, with W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., presiding.

NAB, FMA and TBA will be represented at the meeting. Ira A. Hirschmann, WABF New York, has been designated to represent FMA. Frequent meetings are planned for the participating associations to permit advance preparations.

New RCA Victor Console, Table FM Radios Shipped

RCA VICTOR, Camden, is starting initial shipments of four new FM table model receivers and a new FM console receiver. The table models are of the 68R3 series and sell for $79.95 to $95. The console is the 610V2 and will sell for $325 to $340.

The table models, which have AM and a jack for phonograph attachment as well as FM, are advertised as giving "virtually static-free reception."

The console model has FM, AM and record player. It is advertised as "frequency modulation at its finest" and as having "finest tone system in RCA history."

Film Pickup Described

STEREOPHONIC system of recording sound on film, developed in Germany during the war, is described in a report made available by Office of Technical Services, Dept. of Commerce. Operation of the system, which was described in detail in the Nov. 26, 1945 BROADCASTING, is based on use of three communication channels.

SPOT announcements giving City College of New York information on business training course during the summer and announcing availability of living quarters for veterans from out of town are being carried as a public service on WEEI Boston, WCAU and WFIL Philadelphia, WGN Chicago, WLW Cincinnati, WGAR Cleveland, KXOK and KSD St. Louis, WSPR and WMAS Springfield, Mass., WNBC and WOR New York.

AM-FM Set Output Up 47% for April

Production Rate Is 18 Million Yearly for All Categories

PRODUCTION of receiving sets with FM circuits rose sharply in April, the total March-April output exceeding that for all of 1946, according to the monthly survey by Radio Manufacturers Assn., representing about 90% of the industry.

AM-FM output for the calendar month of April rose 47% from the March figure of 67,264 to 98,625 sets, or 112,256 for the five-week April working period (March 31-May 2 inclusive).

The April upswing in FM represents a rise from an average monthly increase of 23% in the rate of production. It indicates that FM output has passed the 25,000 weekly mark, with further sharp increases foreseen as large manufacturers get their FM departments on a production basis.

Sets Production High

Production of all types of receiving sets for the calendar month was 1,548,540 compared to 1,377,269 in March. The five-week April total of 1,759,723 represents the highest monthly production in history, though the actual weekly rate is slightly below that attained in January.

Output of television sets for the five-week April period was 7,886 compared to 6,639 for the four-week period of March.

Total set production this year, up to May 3, is 6,081,129 units of which 284,432 sets are AM-FM and 26,205 are television models. The 6,081,129 figure represents an annual rate of about 18,000,000.

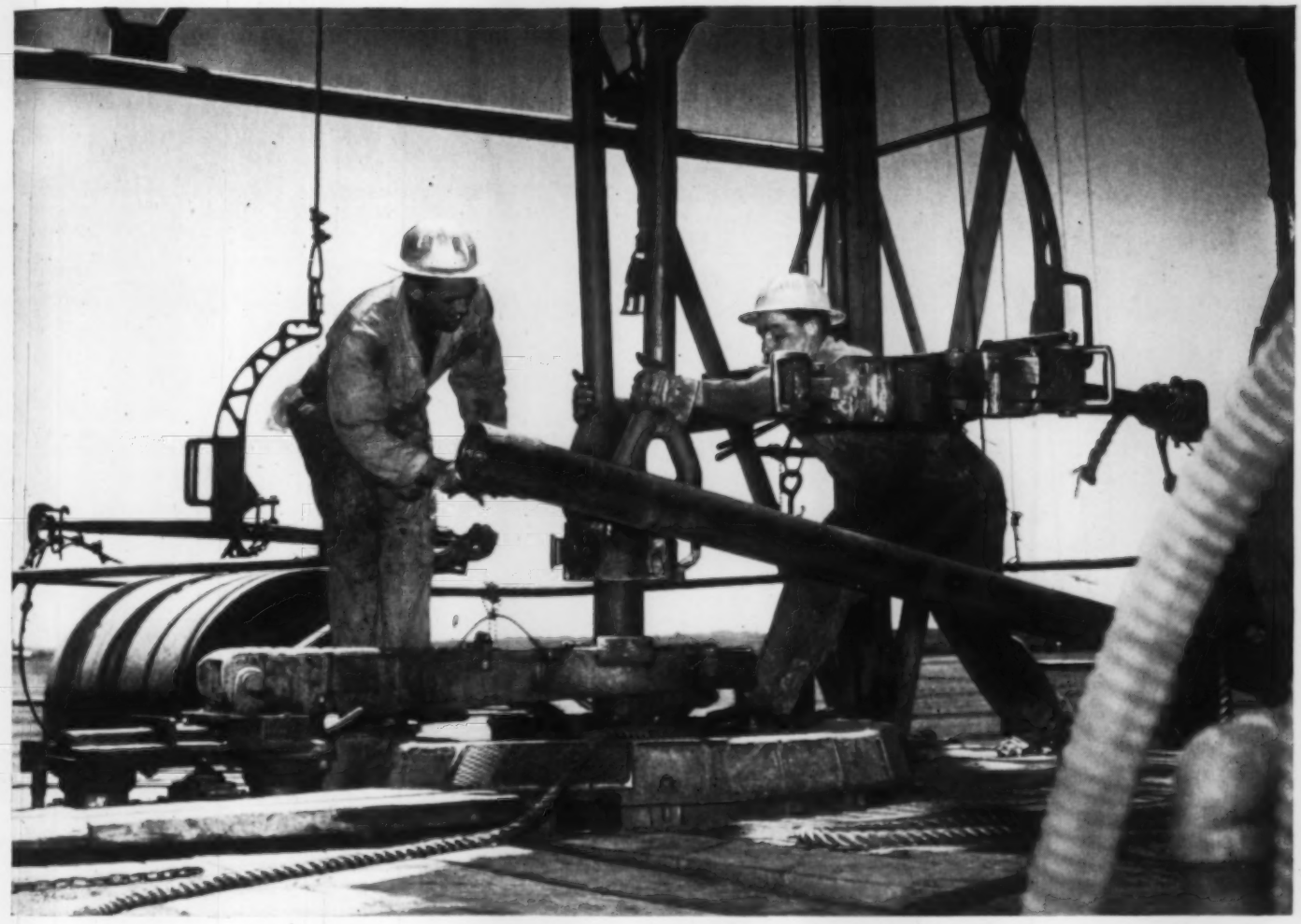
Of the television sets produced in April, 3,971 were table models, 2,242 direct-viewing consoles, 87 projection consoles, 686 direct-viewing radio-phonograph combinations, 40 projection radio-phonograph combinations and 860 converters.

TV Demonstration

RICHARD H. HOOPER, promotion manager of RCA Victor Division, Camden, is demonstrating $100,000 worth of television equipment at the Mid-America Exposition in the Cleveland Public Auditorium, May 22-May 31. Demonstration is being sponsored by the Cleveland Electrical Illuminating Co. It consists of a number of 1947 receivers set on the apron of the stage and on the edges of the balconies carrying programs made in the auditorium and transmitted by coaxial cable.

Engineers to Meet

THE 62nd annual summer general meeting of The American Institute of Electrical Engineers will be held in Montreal, Canada, June 9-13, with meeting headquarters at the Mount Royal Hotel.



NO MORE WILD-CATTING....

There's more to finding oil than putting up a derrick and drilling a hole. The glamorous "wildcatter" of the past has been replaced by scientific, practical oil men, who sink their money into the ground only after every source of information has been checked and double-checked, only after experts have given their appraisal of the well's location.

We run our radio station much the same way: we plan our programs to suit Texas' tastes, we use research and planning to find out what listeners want—*before* we dish it up.

And our policy of planning has paid off in a veritable "gusher" of public acceptance, throughout the width and breadth of Texas—throughout cities, towns and villages in those 105 "king sized" counties that make up our daytime service area (and embrace 594,011 radio families).

There's no use to "wild cat" your time buying in Texas. The guess work has been taken out of the business on Kabc. And if you doubt us, ask the local and regional advertisers who gave Kabc more state and city business than any other San Antonio station!

THE HEART OF TEXAS BELONGS TO—

Kabc

SAN ANTONIO

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED AND COMPANY
Representatives

50,000 WATTS, DAY
10,000 WATTS, NIGHT

CHARLES W. BALTHROPE
Station Manager

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

Read it twice .... you won't

TOMMY

It's the Cowan kind of showmanship!

t believe it the first time!

DORSEY

DISC JOCKEY SHOW

on transcription available now everywhere!

TOMMY DORSEY, most popular bandsman of them all, can be your disc jockey. Name the station . . . name the product — the TOMMY DORSEY disc jockey show is yours every week for five solid hours of solid selling!

TOMMY DORSEY on transcribed bands emcees the show, personally selects and introduces hit phonograph records. Not only that — top names appear as guest stars. We said top names, and that's just what we mean.

HERE'S THE SHOW that'll capture and hold the major share of the available audience for any station five full hours every week, regardless of broadcast time.

NATIONAL, REGIONAL, LOCAL ADVERTISERS:

Make Tommy Dorsey your star salesman and watch him sell and sell and sell! Here's your chance to dominate *any* market at an extremely low talent cost. Buy the whole five-hour strip, or any part of it on as many stations as you want.

Sells as full-, half-, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Better wire or phone today to be sure of getting this outstanding show for your station or product. First come, first served.

(**ASIDE TO STATION MANAGERS:** Only one station in any market can own this valuable franchise. If you don't book it, you'll have to buck it . . . five full hours every week.)

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK: 250 West 57th Street, N. Y. 19
(*After June 1st: 485 Madison Ave., N. Y. 22*)
CIrcle 6-4863

CHICAGO: 8 S. Michigan Avenue
Chicago 3
RANdolph 2022

Preliminary Work Underway at IRC

Reallocation of Spectrum Poses Biggest Task At Atlantic City

By BRUCE ROBERTSON

THE MORE THAN 700 delegates from 72 countries attending the International Radio Conference, first of the three sections of the International Telecommunications Conference which will meet throughout the summer at Atlantic City [BROADCASTING, May 12], last week settled down to their task of reallocating the full spectrum of usable radio frequencies in line with postwar needs.

The 10 committees of the conference held their initial sessions during the week. The meetings were devoted largely to matters of organization and procedure so that confusion could be avoided during future sessions. In accordance with the proposal of the United States delegation, adopted at the first IRC plenary session on May 16, all meetings are open to the press and public, except at such times as the chairman of any committee may feel it expedient to call for an executive session.

Committee chairmen and vice chairmen were chosen by nations, with each national delegation selecting the individual, in accordance with another U. S. proposal also approved by the May 16 plenary session. Lineup is as follows:

Committee No. 1, Credentials—Chairman, T. C. Loo (China); vice chairmen, Ismael Carrasco (Chile) and H. W. Curtis (New Zealand).

Committee No. 2, Steering—Chairman, Charles R. Denny (U. S.); vice chairman, Francis Colt de Wolf (U. S.). They are also chairman and vice chairman of the conference [BROADCASTING, May 12].

Committee No. 3, Organization (to consider provisions and proposals dealing with CFRB, CCIR and other organizations, as well as service documents)—Chairman, Emelio Azcarraga (Mexico). (Arturo Menjar is temporarily acting as chairman pending Mr. Azcarraga's arrival); vice chairmen T. A. Stone, (Canada) and Gunnar Pedersen (Denmark).

Committee No. 4, Technical Coordinating (to coordinate work of committees 5, 6 and 7)—Chairman, Alexander Fortushenko (USSR). vice chairmen Col. Anible Imbert (Argentina) and M. Lecomte (Belgium).

Committee No. 5, Allocations of Frequencies—Chairman, Sir Stanley Angwin (United Kingdom); vice chairmen, Janus Groszkowski (Poland) and one to be named from Peru.

Committee No. 6 International Frequency List (to review existing frequency list and prepare new one, removing obsolete elements and conforming to new allocation table)—Chairman, Dr. H. Van Der Toorn (Netherlands); vice chairmen, C. A. Arboleda (Colombia) and S. A. Gejer (Sweden).

Committee No. 7, General Technical (to consider provisions on tolerance, emissions, harmonics, interference and definitions)—Chairman, J. A. Krapka (Czechoslovakia); vice chairmen to be named from South Africa and Cuba.

Committee No. 8, Operations—to be divided into four subcommittees to consider (A) general licenses, operators certificates, amateur stations, etc., (B) procedures, (C) distress, (D) radio telegrams (routing accounting, additional radio relations, etc.)—Chairman, Sverre Toennessen (Norway); vice chairmen, Romeu de Albuquerque Silva (Brazil), who relinquished the chairmanship to which he had been named because of the pressure of work of his delegation which has only two members, and one to be named from Ireland.

Committee No. 9, Drafting (to put regulations of other committees into final form, to revise language and organization of the overall body of regulations)—Chairman, Pierre LaHaye (France); vice chairmen S. Banerji (India) and A. A. Kader (Egypt).

Committee No. 10, Management of Bureau of the International Telecommunications Union—Chairman, R. V. McKay (Australia); vice chairmen, Carlos Ribeira (Portugal) and Renato Gutierrez Romero (Venezuela).

General goal of the complete ITC is to draft an entire revision of the radio regulations to replace the one drafted in Madrid in 1932 and modified in Cairo in 1938. Meeting scheduled for Italy in 1943 was cancelled because of wartime conditions. New regulations, to be called the Atlantic City Convention, like the Madrid Convention will have treaty status and will be submitted to the Senate for approval.

Madrid Convention covered telegraph and telephone regulations as well as radio, but under the provision that a participating country need accept only one of the three codes, the U. S. has not participated in the telegraph or telephone conventions. These will be redrafted next year in Paris.

As preliminaries to the IRC job of revising the international frequency list and allocations table, a number of countries, including the U. S., have submitted proposed reallocation plans. In the standard broadcast region, the U. S. proposes that the present assignment of 550-1600 kc be expanded to 535-1605 kc, permitting frequency assignments from 540 to 1600 kc with a 5-kw guard band at each end. Proposal states that "care must be employed in the selection of transmitting sites, antenna directivity patterns and powers of broadcasting stations on 540 kc so as not to interfere with the safety and distress functions of the maritime service" (500 kc).

Other standard broadcasting band proposals are: Canada 525-1605 kc; China, 535-1605 kc; France, 525-1560 kc, with 520 kc to be shared with the maritime services and available for broadcasting only at interior points; Rumania, 550-1560 kc; United Kingdom, 525-1605 kc; USSR, 525-1560 kc. Czechoslovakia proposes that 1560-1670 kc be available for use by low-power interior stations.

Spain, only major nation not participating in the conferences, will be provided for in the frequency assignments, but will not be bound to observe them. Whether it does or not depends on matters "which do not fall within the province of these conferences," an official spokesman said.

Foreign delegates last week got a firsthand view of one American custom when the British delegation's headquarters were picketed by a group which is not in sympathy with the British policy in Palestine. They will see another and happier side of American life this week when the Shrine holds its convention in Atlantic City, a proposal that the IRC move to another location having been killed.

EVEN IN MOROCCO they read BROADCASTING. Copy of recent issue may be seen on the desk of Herbert R. Southworth, director of Radio International, which transmits medium and short-wave from Tangier and is represented by Pan American Broadcasting Co.

KDSH Assignment

CONSENT to assignment of construction permit of KDSH Boise, Idaho, from Queen City Broadcasting Co. to Boise Valley Broadcasters Inc., a subsidiary firm, is sought in an application tendered for filing last week at FCC. Boise Valley is to be owned not less than two-thirds by Queen City according to the request. The remaining one-third interest is to be offered to local residents, in accord with Queen City representations made at the original KDSH hearing. Queen City is owner of KIRO Seattle and one-third owner KXLY Spokane, Wash. Boise Valley officers are: Saul Haas, president; Westerman Whillock, vice president, and Willis C. Moffatt, secretary.

KOZY Heard 65 Miles

KOZY Kansas City is received as far away as 65 miles from Kansas City, dealers from that area reported at a meeting held by Continental Electric Co., Westinghouse distributor. The dealers heard a talk by O. R. Wright, sales manager of KOZY (FM) Kansas City, and a sound effects demonstration.

WHBQ Watch Her Bewitching Queets*

MEMPHIS

W. H. BEECUE

*"Queets" — meaning ankles—according to Webster

It pays to watch everything these days — especially your radio advertising expenditures. When you send those dollars out to work for you see that they do the job right.

You'll get results—and spend less money by using a good schedule on WHBQ.

Call RAMBEAU

New York • Chicago • Hollywood

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

One of a series. Facts on radio listening in the Intermountain West

SINCE BMB
Intermountain has really grown!

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell
KODI, Cody

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

XXXX, Under Construction

NOW AVAILABLE!
Intermountain Empire News
1:00 p. m. Edition
WINTER HOOPER
11.0

Three 5,000 Watt Stations
Eight 1,000 Watt Stations
Six 250 Watt Stations
One New FM Station

4 NEW STATIONS

KEYY	Pocatello, Idaho	250 watt 1240 KC
KVMV	Twin Falls, Idaho	250 watt 1450 KC
KBMY	Billings, Montana	250 watt 1240 KC
*XXXX	Great Falls, Montana	5,000 watt 560 KC

5 POWER INCREASES

*KOVO	Provo, Utah	now 1,000 watt 960 KC
*KVNU	Logan, Utah	now 1,000 watt 610 KC
KFXD	Boise-Nampa, Idaho	now 1,000 watt 580 KC
*KVRS	Rock Springs, Wyoming	now 1,000 watt 1360 KC
KPOW	Powell, Wyoming	now 1,000 watt 1260 KC

*Under Construction

NEW HOOPER

The largest Hooper study ever made in the Rocky Mountain West covering 4 states and 14 markets has been completed and reflects the increased value of the Intermountain Network. You no longer need to guess — get the facts from Avery-Knodel.

THE *New* INTERMOUNTAIN NETWORK

MUTUAL

Concentrated Coverage where the people live

AVERY-KNODEL — National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

WTMJ Finds Wisconsin Talent Pays Off

Series Using Local Stars Is Sponsored Public Service Program

By BRUCE WALLACE
WTMJ Assistant Manager

IF you've heard it once, you've heard it a dozen times: "Radio does not pay enough attention to local talent!" "Local stations have done little or nothing to encourage or develop or use the talent they have in their own communities!"

The chorus has risen to new heights in the past two years. "Radio stations think of nothing but filling their schedules with commercial big name programs and ignore public service opportunities in their own communities!"

We know that it just isn't so. But the general public is not so sure, and radio critics are extremely doubtful.

For four years, WTMJ, *The Milwaukee Journal* Station, has devoted effort, money, time and programs to a public service project, designed and created to encourage community talent.

Starring Young Wisconsin Artists started on WTMJ in 1943, as a public service sustaining program. The idea behind the program was this:

WTMJ and *The Milwaukee Journal* were convinced that there were hundreds of young talented Wisconsin musicians who deserved the encouragement and help an appearance on radio auditions, recitals and broadcast programs could furnish.

Music Clubs Aid

To carry this idea through, WTMJ approached the Wisconsin Federation of Music Clubs, obtained the active cooperation of this organization; set aside a substantial fund to cover all expenses, and to provide a professional fee for all young musicians taking part.

The first two series of *Starring Young Wisconsin Artists* did not involve a contest. It was carried out as follows:

1. A publicity campaign to acquaint Wisconsin musicians and their friends with the opportunity offered by the project.

2. The choice of 200 musicians from the many thousand applicants to take part in state-wide auditions.

3. The three-day state-wide auditions, held at Radio City in Milwaukee to select 81 musicians to take part in the series of recitals and broadcast programs on WTMJ.

4. The appearance of the 81 young Wisconsin musicians in a total of 26 public recitals and 26 broadcast programs on WTMJ from the Radio City auditorium.

For the first two series the programs were broadcast every Sunday afternoon, starting in December and ending in June, with three musicians featured on each program.

The third *Starring Young Wisconsin Artists* series was conducted along the same lines as the previous two, but differed in that WTMJ offered a total of $1,000 in cash music scholarship awards.

The fourth *Starring Young Wisconsin Artists* series (1946-1947) was the largest and most comprehensive.

Sponsored Public Service

The First Wisconsin National Bank (largest in Wisconsin) became interested in the project more than a year ago. Starting with the current series, the bank assumed full sponsorship of the project, and the series became an institutional, sponsored public service program. The Wisconsin Federation of Music Clubs continued to cooperate.

Ten music scholarship awards were offered for a total of $3,000, and the series, under the sponsorship of the bank, was enlarged and more successful than ever before.

We feel that this is a very good example of the great benefit added to an established public service program through sponsorship by a public-minded commercial institution.

Starring Young Wisconsin Artists as a WTMJ sustaining public service project for three years encouraged and helped hundreds of young Wisconsin musicians, and was in every way successful.

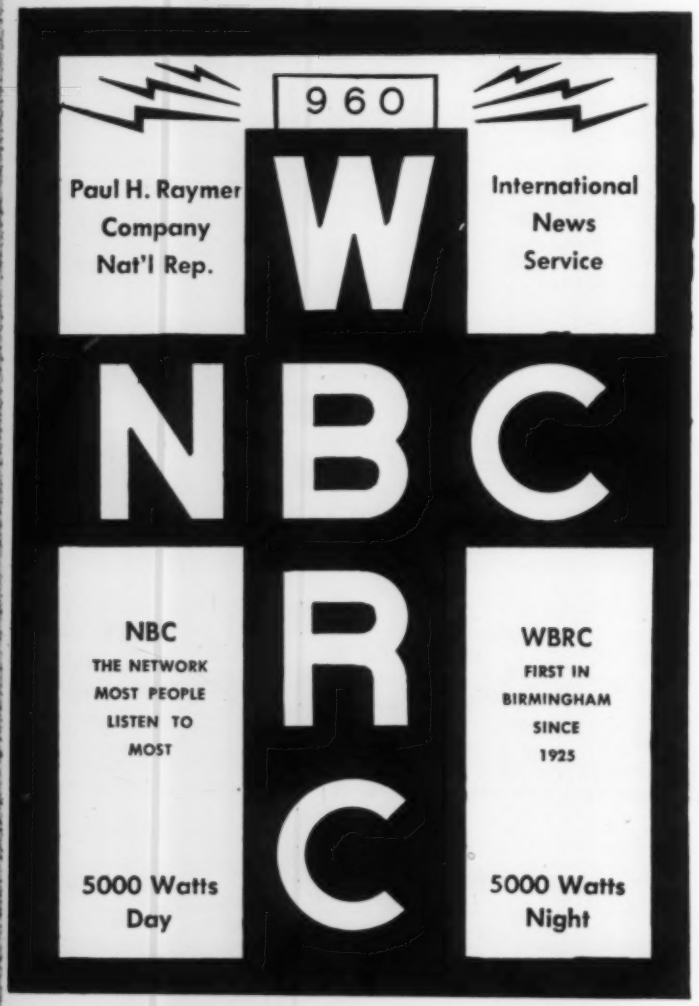
The series as a commercially sponsored project this past year, rendered an even greater public service, offered wider opportunities, larger music scholarship awards, and attracted the attention of many more gifted young musicians.

Without *Starring Young Wisconsin Artists* on WTMJ, hundreds of young state musicians would still be "hiding their lights under a bushel." It has developed talent and provided the means for the continuance of study.

June Shielman is an outstanding example of this development of talent. She appeared on the series, gained recognition for her singing talent. Because of ability, *The Milwaukee Journal* gave her a two-year music scholarship, and June Shielman is now the featured soloist on the NBC morning music program, *Words and Music*.

The good things in radio are too often kept well hidden in radio station files. Here is a good thing that one radio station has done that we sincerely think will serve a useful purpose if it is brought out in the open and shouted about.

NOT ONLY does the WTMJ series, 'Starring Young Wisconsin Artists," discover hitherto unsuspected local talent, but it also has paid off commercially for the station. For three years the program ran as purely public service, as an encouragement to Wisconsin artists. A year ago The First Wisconsin National Bank became its sponsor, and has kept the public service angle uppermost—and tripled the scholarship award fund. WTMJ is justly proud of the series' success.



BIRMINGHAM, ALABAMA

INSIDE STORY
Used by Utah Police Judge For Program Moral

JUDGE Reva Beck Bosone, Salt Lake City's famous woman police judge, found a sensational way to emphasize her point in a campaign which she has been waging against motorists who encourage auto thefts by leaving keys in their cars. She took a portable recorder into the Utah state prison, interviewed a prisoner serving time for auto theft, and then played the interview on her Thursday night show, *Her Honor, the Judge*, on KDYL Salt Lake City.

The prisoner, given a fictitious name, said he got his start in crime by stealing a car in which the keys had been left. He asserted that 95% of the inmates had committed their first crime by giving in to the easy temptation of stealing a car with keys.

Veterans Groups Picket Communist Vets on WTTM

PROTESTING the broadcast of a paid political program by war veterans of the Communist Party of New Jersey over WTTM Trenton, representatives of seven veterans' organizations picketed the station May 20. According to the veterans on the picket line, the demonstration was "to show the public that the vast majority of war veterans are not communists," and was not an action against use of communication facilities by the communists.

Joining in the demonstration were members of the Catholic War Veterans, American Veterans Committee, AMVETS, Italian-American Veterans, Jewish War Veterans, Veterans of Foreign Wars and the American Disabled Veterans.

Main Attraction

Every field of entertainment has its Main Attraction. In *radio*—in *Detroit*—it's WWJ, pioneer radio station of the nation. To what may this position of leadership be attributed? First, WWJ brings Detroiters the world's greatest entertainers through its 20-year-old NBC affiliation. Then, it presents the best of the home-town talent with a widely-diversified, ever-interesting array of programs. Finally, through its continued presentation of public service features, WWJ has won its way permanently into the hearts and homes of the millions in its community. It is this combination of the three elements of good radio station management that attracts the largest radio audience in the Detroit market to WWJ . . . and results in most gratifying results for its advertisers, day in and day out.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate

Associate FM Station WWJ-FM . . . Television Station WWJ-TV

PLAN TO EXPAND BMB'S MEASUREMENTS STUDIED

THE POSSIBILITY of expanding proposed BMB 1948 station coverage measurements to reflect greater frequency [CLOSED CIRCUIT, May 19] was said last week to be under consideration by a BMB subcommittee.

The measuring and reporting not only of total weekly audiences but also such factors as the number of days per week that listeners tune to stations, the average daily audience and the average weekly audience are elements of the study being undertaken by the subcommittee, it was said.

The BMB board research committee instructed the technical committee to explore the general problems of broadening the 1948 survey sometime ago. The subcommittee was then appointed to conduct the study.

WTAM Saves a Life

THE LIFE of a French war bride, giving birth to her first baby, was saved on May 7, when a 14-second blood donor appeal broadcast on WTAM Cleveland, NBC affiliate, flooded a hospital switchboard with approximately 200 calls. When blood banks in the area were able to produce only one pint of the rare B, RH negative type, the hospital called WTAM for aid. Appeal was aired during the break between the *Fibber McGee and Molly* and the Bob Hope programs. Within a few minutes hospital officials requested no further announcements since nearly 200 calls had produced donors with the proper type.

Hoover Receives WJR's Goodwill Award For San Francisco Americanism Speech

THE OUTSTANDING radio speech on Americanism last year was the one delivered by J. Edgar Hoover, Director of the FBI, at the American Legion convention in San Francisco last Sept. 30, according to G. A. Richards, president of WJR Detroit, WGAR Cleveland, and KMPC Los Angeles, who last week presented Mr. Hoover with the 1946 WJR Goodwill Award.

The award was originated by Mr. Richards to be given annually to the person making the best radio speech on Americanism and the preservation of our constitutional form of government, the principles to which his stations are dedicated.

The FBI chief, in his address, had urged "building the defenses of Americanism against the insidious advances of Communism which have penetrated our shores." Upon receiving the award, he commended Mr. Richards "for his civic consciousness and his desire to focus widespread public attention upon the theme of Americanism and the responsibilities of citizenship."

Mr. Hoover, l, receives award from Mr. Richards

In future years, a board of judges to be announced later will select the top five speakers and they will receive plaques and cash prizes as follows: First, $2,500; second, $1,000, and $500 apiece for the remaining three.

Sen. Homer Ferguson (R-Mich.) last Wednesday on the floor of the Senate cited the presentation and commended Mr. Richards for the establishment of such an annual award.

CBS Seeking Free Lance Writers for New Program

FREE LANCE WRITERS are being sought by CBS for *The Rooftops of the City*, a new evening half-hour program which begins on the network at an as yet unset date in June. Werner Michel, assistant to Davidson Taylor, CBS vice president and director of programs, will be the program's supervisor.

The format is built around a narrator who takes the listener to an observation tower atop a skyscraper overlooking a city, where he speculates on the lives of the people under the rooftops.

McFadden Promotion

THOMAS B. McFADDEN, former WNBC New York news and special events director, has been appointed assistant manager of the station effective June 2 succeeding William Burke Miller who will assume the post of program editor in the NBC television department.

To Join ABC

WLCX La Crosse, Wis., now under construction, joins ABC effective July 1 as a member of the North Central Group, bringing the total number of ABC affiliates to 251. Owned by Bermac Radio Inc., the new station will operate full time with 250 w on 1490 kc and will be managed by E. W. Berg.

Open THE DOOR TO THIS FABULOUS TEXAS MARKET

KEYS is your key to a $460,000,000 market! Corpus Christi, strategically located along the western and southern shores of crescent-shaped Corpus Christi Bay, has a year 'round ideal climate as well as an ideal location–making it a natural for industry–a mecca for tourists!

Open the door on this important Gulf Coast Market–with KEYS!!

COLUMBIA ★ BROADCASTING ★ SYSTEM

KEYS

250 Watts 1490 KC Corpus Christi, Texas

NRI Facts

WGN has more listeners* in the Nielsen Radio Index Chicago station area between 12:00 noon and 6:00 p. m. than any other Chicago station.

*Families listening a minimum of six minutes per week.

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

COUSIN KATEY
says:

Dear Cousin:

Well, we sure have been full of weather and politics . . . And down here in San Antonio means that both of them are hot . . . Course, tho, we do have those nice cool nights that San Antonio is noted for. How you like my ridin' that buckin' cayuse I'm on? I call this one Inner Sanctum, cause he is just plain murder when I'm on him, and I creak like that creakin' door when I get off him . . . Y'know, Cousin, it sure is nice sittin' out in the patio in the evening listening to those good KTSA and CBS programs . . . Cuz, maybe we don't have fifty thousand watts, but that KTSA signal sure goes a long ways with five thousand at five-fifty. Ummm humph!!! In the mornings farmers and ranchers for miles around are steady listeners to folks like Ernie Pratt, KTSA's Farm Editor, and also Perry Kallison, The Old Trader. You know, cousin, those kind of programs never get outmoded cause everybody likes them. Yep, just call Tom Peterson at THS in Chicago, or Roy Cowan at THS in New York. They'll tell you I'm right. Well, gotta go now. Come down and eat some barbecue with me real soon. George Johnson and Rex Preis said they'd cook it if you'll come.

Love and kisses,

Your Favorite Cousin
Katey Essay

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Robt. Sabo.
CBS LSC

BIG DAY FOR 'TY' AT WWJ-TV

E. L. "TY" TYSON, (extreme r), celebrating his 25th year with WWJ, *Detroit News* station, this month, watches completion of negotiations which will bring him into a new phase of sports broadcasting, play-by-play television accounts of two Tiger baseball games each week over WWJ-TV starting in June. With him are (l to r): Willard Walbridge, sales manager of WWJ-TV; Billy Evans, vice president of the Tigers, and Edwin J. Anderson, president of Goebel Brewing Co., which will sponsor telecasts.

CBC in Financial Straits, May Resort To More Commercializing, Dunton Says

By JAMES MONTAGNES

MORE COMMERCIALIZATION and deterioration of sustaining program standards were listed as alternatives to an increase in revenue from listener license fees by A. D. Dunton, chairman of Canadian Broadcasting Corp., at first day's session of Parliamentary Radio Committee at Ottawa May 19. Dr. A. Frigon, CBC general manager supported Mr. Dunton with announcement that CBC deficit for last fiscal year, ending March 31, was $70,000 before depreciation and obsolescence amounts were added.

Mr. Dunton said all independent broadcasting station licenses had been renewed on April 1, and that all but one station had sent in "promise of performance" reports to CBC before March 31, as recommended by last year's Parliamentary Committee. Reports of most of the stations were adequate, he said, and stations whose data was not complete enough were warned. Mr. Dunton further reported that CBC is discussing with the Canadian Assn. of Broadcasters form for "proof of performance" reports and whether reports should cover sample weeks at different periods of the year or the entire 1947 license year.

Finances are the main reason CBC has not yet fulfilled another committee recommendation made last year—to establish a second French network, Mr. Dunton said. He reported on the progress being made on the new 10-kw transmitter for CBJ Chicoutimi and the 50-kw transmitters for CJBC Toronto and new stations at Winnipeg and Lacombe, Alberta.

Dealing with FM and television, Mr. Dunton said agreement had been reached with CAB on allocation of FM frequencies and power, and that CBC was encouraging private stations to operate FM stations. Same program on both FM and AM stations would be used at first so as not to give private stations a special privilege of operating two separate stations with separate business on each. After July 1 CBC will decide on policy of applicants for FM stations who do not now have AM stations.

Expense was given as main reason for no television station licenses having been issued in Canada, but CBC is still studying this, Mr. Dunton said.

Bulk of report was on CBC finances. Last year CBC had asked for full $2.50 annual listener license fee, and this year renewed its arguments for this, pointing to higher listener fees in both Britain and Australia. Currently Mr. Dunton pointed out, CBC receives $2.15 of the annual license fee, the remainder going to administration and collection of the Dept. of Transport.

Mr. Dunton explained that program costs have risen 60% since 1940. CBC revenues have leveled off during the last three years. No sizable salary increases have been given to CBC employees in recent years, he said, and many staff members, including key personnel, have left for jobs paying higher salaries. The efficiency of CBC was threatened, he said, if some adjustments were not made to meet higher living costs.

Commercials

On the subject of commercials, Mr. Dunton said: "We feel that at present need for revenue has pushed the CBC into accepting too many commercials in some parts of the schedules in the interests of good broadcasting. If we have the funds we should like to replace some commercials with good Canadian non-commercial programs."

CBC felt that it could not go into the remunerative spot announcement business as it would not be in the public interest and would seriously affect service CBC is now rendering, according to Mr. Dunton.

Closing his presentation, after giving cost figures in Canada, Australia and Great Britain, he stated that CBC "is in an economic squeeze. Rising costs are pressing it inexorably against a wall of limited revenues. The pressure of financial necessity toward increasing commercial revenue is great. We do not feel, however, that increase in commercialism is in the interests of the national system or its listeners. . . . Unless further revenues come there is bound to be a serious deterioration and reduction of service."

Rock Island, Ill., Station Gives Augustana $5,000

WHBF has contributed $5,000 for a music or speech studio in the new $750,000 fine arts building being planned for Augustana College, Rock Island, Ill.

Commenting on the gift, Leslie C. Johnson, vice president and general manager of the station, said: "WHBF has long enjoyed a close and warm relationship with Augustana College . . . "We desire to continue to develop further this relationship in the years ahead."

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

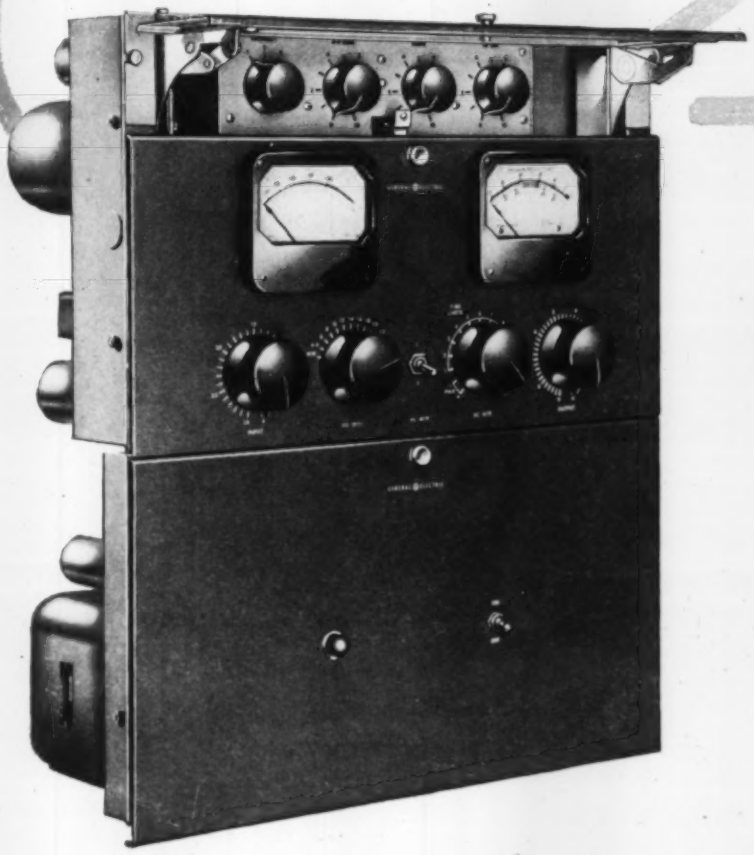
92.1 MEGACYCLES

GEORGE P. HOLLINGBERY
National Representative

WORLD'S BIGGEST TEXTILE MILLS

SAME TRANSMITTER
SAME ANTENNA
but MORE POTENTIAL LISTENERS

How?



with the new

LIMITING AMPLIFIER

IN AM, you will maintain higher modulation levels, protected against sharp peaks—an *extra margin of power* that means **increased coverage for your station.**

Based on developments by CBS engineers, the Limiting Amplifier BA-5-A has been designed by General Electric for *efficiency plus.*

THESE ARE UNIQUE FEATURES:

- Fast attack reduces program distortion.
- Exclusive "anticipator" circuit.
- Higher compression ratio for higher average modulation.
- Automatic control of recovery time for smoother limiting—greater listening pleasure.
- Less critical gain-riding necessary.
- Protects against overmodulation flashover at transmitter.
- Instant accessibility, of course.

AND IN FM, TOO,

your listeners are protected against receiver distortion caused by transmitter overswing. Amplifier controls may be set so that program dynamic range, so important in FM, is maintained.

MANAGERS, ENGINEERS:

Write today for EBR-99, descriptive specification of this new Limiting Amplifier. Address your local General Electric broadcast equipment sales engineer, or write to General Electric Company, Electronics Department, Syracuse 1, N.Y.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-F3-6914

Here Is The Latest WCKY Story:

MAIL

17,079 in 12 Weeks for One ACCOUNT ON

THE WCKY JAMBOREE

Travis Products, maker of "Mr. Walker Toy" bought five 5-minute segments weekly of WCKY's morning and evening Jamboree, starting Feb. 17, 1947. In the twelve weeks thru May 7th this account pulled 17,079 pieces of mail, containing orders.

This mail was received from 33 states. 95% of the mail was from the 12 Southern States in WCKY's INTENSE LISTENING AREA.

Here Is A Combination Hard To Beat:

INVEST YOUR AD DOLLAR WCKY'S-LY

RATINGS

The latest 5 months' Hooper Study for Cincinnati (Oct.-Feb. 1947) shows WCKY is Cincinnati's SECOND STATION 8 AM to 8 PM. Here are the figures:

8 AM to 6 PM Mon.-Fri.

Sets in Use	WCKY	Sta. A	Sta. B	Sta. C	Sta. D
19.4	4.0	2.5	3.3	6.4	3.1

6 PM to 8 PM Mon.-Fri.

Sets in Use	WCKY	Sta. A	Sta. B	Sta. C	Sta. D
33.1	6.7	4.0	6.7	10.9	4.7

Mail Plus Ratings

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

As Boston Goes

NEW ENGLAND traditionally is conservative, reserved and proper. The hub of that thriving area is Boston, always a cultural, art and social center.

In our last issue were reported the results of an audience poll conducted by Rudolph Elie Jr., radio editor of the *Boston Herald*. It showed, among other things, that sophisticated Bostonians rate Fred Allen as their favorite national program and Bob Hope as the "worst," as well as "most overrated." That certainly doesn't follow the national ratings.

But in one respect the poll did yield a result which, in our judgment, would be duplicated in every urban area and certainly in the rural and remote communities. The question was:

"Do newspapers give radio programs adequate coverage?"

A whopping 1,377 (the largest number of votes cast in any of the categories) responded "no." Only 149 were satisfied with the listings and news coverage in Boston's newspapers. The balance—489—gave no answer.

There are many newspapers which do not list programs. Others are so archaic (or competitive) that they label news programs as "studio," and network-sponsored shows with top talent as "music." Yet these same newspapers devote pages and sections to commercialized sports, to the theatre and to movies.

Newspapers, like radio, have a public service responsibility. They are under an unwritten mandate to give their readers what they want in news and features. Most of them do. That's the reason radio columns have been on the upgrade while the cross-word puzzle and lovelorn advice features are disappearing.

We should like to see surveys of the *Boston Herald* type made in other cities. If greater program coverage will sell more papers, meaning higher advertising rates because of more circulation, publishers soon will find the way.

Our tip, however, is that newspapers do it now, for we're sure that, as Boston went, so will go the nation.

Sponsored Service

THOSE in the FCC and elsewhere who believe that radio in the public interest must necessarily be on a sustaining basis should look to the experience of WTMJ with its annual *Starring Young Wisconsin Artists* series. (See story page 40.)

For two years the series was conducted by selection of artists by those who applied. The third year WTMJ offered $1,000 in cash music scholarship awards. A larger number of talented young people was attracted. All of this time the program was on a sustaining basis.

This year was different. The station obtained the sponsorship of a large Wisconsin bank for the contest. The music scholarship awards were multiplied and the total value of prizes provided by the bank was $3,000.

Is the public interest classification of this contest impaired by its commercial sponsorship? Quite the contrary. This year's series was the most successful ever held. Hundreds of gifted Wisconsin citizens were given an opportunity to develop their talents and the most able were provided the means to continue.

Commercial sponsorship made practical a greater service than would ever have been possible through the unassisted efforts of a station. That is the rule, not the exception.

BMB, NAB and Sense

A COMMON SENSE solution of the current plight of BMB is projected by the NAB Board of Directors. Instead of barging headlong into the uncertainties of a 1948 survey, which is having rough going, the board has recommended that 1948 be a tide-over year, devoted to planning and solicitation for the permanent, long-range development of the new radio measurement standards.

As things appear now, a 1948 survey, already authorized by the BMB board, representing broadcasters, advertisers and agencies, would be doomed. A bad year might well kill BMB. Many subscribing stations haven't yet learned how to use BMB. A successful 1948 survey isn't in the cards.

We think the suggested long-range plan is the only feasible one to give BMB the stability, the support and dignity it must command to be successful.

McCarthy's Whimsy

TOILERS on the Washington scene have seen many an ill-conceived bill drop into the Congressional hopper, but we doubt whether they have seen any bill more illogical or undemocratic than that proposed last week by neophyte Senator Joseph R. McCarthy (R-Wis.) which would bar members of Congress or their wives from owning broadcasting stations.

Senator McCarthy may be motiviated by the best intentions. He feels that since Congress passes on appropriations for the FCC, legislators would have "a tremendous advantage over John Q. Public in applying for a license from the FCC." The records do not bear him out, since only a handful of members are interested in stations. The fact that former Senator Bob LaFollette, who was narrowly defeated by Mr. McCarthy in last November's elections, is part owner of WEMP Milwaukee, obviously had some bearing upon Mr. McCarthy's attitude. He made a point of that in his campaigning.

Certainly radio is the prime electioneering medium. Certainly politicians recognize it. More members of Congress, however, hold interests in newspapers than in stations. Their newspaper connections most assuredly didn't hamper them in their campaigns for public office.

We are just as opposed to the banning of station ownership by legislators as we are to the discriminatory proposal of other years which *ipso facto* would force divorcement of newspapers from station ownership.

Carried to its logical ends, the McCarthy proposal, in reverse, would preclude any station owner (or his spouse) from running for Congress unless he first divested himself of his station interest, or reduced it to 20% or less. Is that the American way?

We know of a number of members of Congress who achieved office by dint of their radio activities, both in ownership and as commentators. There will be others—unless some counterpart of the McCarthy proposal becomes law.

We doubt whether the McCarthy proposal will ever get out of committee, because of its obviously discriminatory foundation, which would deprive an important segment of the electorate from holding Federal elective office. To ignore the measure, however, would be to trifle with another fundamental freedom guaranteed every American citizen.

Our Respects To—

EMERSON ANDERSON ALBURTY

FROM the cotton business to radio is quite a broadjump—standing or running. But E. A. (Bob) Alburty made it with conspicuous success in 1930 when he became manager of WHBQ Memphis. Since then he has seen his station grow from four to 35 employes and from a local to a network outlet.

Mr. Alburty's talent at figurative broadjumping overlapped into other branches of athletics as well. For he immediately took charge of all sports programs—the station's specialty from the first. Until 1942 he continued to do WHBQ's sports announcing, covering football games of the two Memphis colleges and eight local high schools, professional baseball, tennis matches, boxing and wrestling.

Of course, Mr. Alburty didn't go in cold as a station manager. He entered radio in 1922 when he did amateur announcing for WDAF Kansas City and for WHB, then the station of the Sweeney Automotive and Electrical School there. He remembers the Coon-Sanders orchestra, the Kansas City Nighthawks, and other now-historic personalities of that era.

In 1926 he went to Memphis and continued part-time work in radio as a freelance announcer, writer and producer. At WREC, then in Whitehaven, Tenn., a Memphis suburb, he created *Whoopee Club* and *The Night Court* and wrote a series called *Who's Who in Memphis*. After WREC moved into the city he freelanced until his appointment at WHBQ, which had come under new ownership shortly before, although its founding dates back to 1925.

In addition to sports, Mr. Alburty drove his new station hard on developing local programs and talent. One of his products was Helen Fulk, who began as a singer on WHBQ in 1933, reached stardom as Helen Carroll with the Merry Macs on the Fred Allen network show, and continues in the spotlight as female member of "The Satisfiers" with Perry Como.

Bob Evans of *Hi-Lo, Jack and the Dame*, featured by Fred Allen and on other network shows, also started his career at WHBQ. He was an announcer.

Promotion-wise from the first, Mr. Alburty now displays in his office certificates, plaques and loving cups awarded for the station's energetic and all-encompassing efforts in this field. While nearly every known type of promotion has been used by the station, some of the more novel have included book marks

(*Continued on page 50*)

NOW A WHISPER SURPASSES A SHOUT

When the ancient Gauls transmitted important news it was shouted from tower to tower through a megaphone. By this crude means it required 15 hours to send news of the historic Roman massacre from Orleans to Auvergne—a distance of only 120 miles.

Today, important news and messages about your product travel fast and direct to the thousands of habitual listeners the moment they are announced over a WCBM microphone. That is why time buyers choose this station. It's a swift and sure means for delivering clients' "commercials" to homes in metropolitan Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

1000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Richard O. Dunning Named KHQ Head

Has Been Station's Vice President Since March 1946

RICHARD O. DUNNING is the new president and general manager of KHQ Spokane, succeeding the late Arthur L. Bright, who died March 8. Mr. Dunning has been a vice president of the station since March 1, 1946.

Mr. Dunning

For the 12 years following his graduation from Washington State College in 1929, he was financial secretary and secretary of the retail trade bureau of the Spokane Chamber of Commerce, of which he is now a director.

In 1941, he started his radio career as director of public relations and sales for KFPY, now KXLY Spokane. Then, 3½ years later he left the radio field to become manager of the Idaho Typewriter Exchange, remaining in that capacity until last year when he became vice president of KHQ.

No changes in personnel are contemplated, according to Mr. Dunning, with Vice President R. W. Brazeal remaining as program manager, and Milton Fritsch as treasurer and assistant secretary.

Respects

(Continued from page 48)

supplied to libraries and the overprinting of 100,000 paper sacks for use by housewives during the shortage in sacks that developed at grocery stores during the war.

Though a top-flight sports announcer and a nimble station manager, Mr. Alburty is not really an athlete himself. His hobbies are bridge and dinner parties at home. During the long Memphis summer, the dining is done al fresco, and Mr. Alburty takes over at the barbecue pit in the yard at his home. *Specialite de la maison* is barbecued pork chops.

In 1930 Mr. Alburty married the former Emily Peale of Memphis. A five-year-old cocker spaniel has grown to be one of the most important members of the family. His registered name is Emerson's Favorite Son, and he is called Rusty.

Mr. Alburty was born at Pierce City, Mo., in 1902. He completed his education in Fayetteville, Ark., and went to Kansas City soon after. In Memphis his civic and other outside interests have extended widely. Active in the Evergreen Presbyterian Church, he is a member of the board of the Memphis Cotton Carnival Assn., the Symphony Society, the Memphis International Center, the Round Table and the Gavel Club. Recently he was named chairman of the advisory board of the Salvation Army. He is vice president of the Tennessee State Exchange Club and a member of the Tennessee Club and the Town Club. He is also a member of the Public Relations Committee of the sixth district of NAB and serves as chairman of the Program Committee of the same industry group.

Although Mr. Alburty has been at WHBQ for a long time, his abundance of ideas won't let either him or the station rest on its oars. The current emphasis is on youth and youth programs. A few of the programs' names attest to the thoroughness with which WHBQ has set out to do this job. They include: *Boys and Girls Inc., Citizens Junior, Juke Box Serenade* and *Quest for Talent*. The station also holds an annual all-girls day during which operations are turned over to Memphis high school girls.

Costly Letter

PHIL LALONDE, CKAC Montreal manager, has received a letter from China on which the postal charges were $270 (Chinese). Sender was Bishop Gustave Prevost, Apostolic Prefect of the Lintung diocese in Manchuria, who thanked CKAC for mentioning him on *Man of the Day* broadcast in French last December.

Programs Cited

MORE THAN 30 of WBZ-WBZA Boston's regular programs have been recommended as "Good Listening" by the Massachusetts Department of Education, which last week sent out 6,000 folders listing the programs to principals of elementary, junior high and high schools; members of adult education councils, and librarians throughout six New England States. The folder also was endorsed by the executive committee of The New England Committee on Radio In Education.

MANAGEMENT

WARD A. COLEMAN, former manager of WAML Laurel, Miss., has been appointed general manager of WENC Whiteville, N. C.

MILTON LAUGHLIN, former general manager of WHAT Philadelphia, has returned to that position with station upon his release from the Army. In service, he was program director of the State Dept. radio station on Saipan.

HAL COOKE, account executive and assistant manager of CKEY Toronto, has been appointed manager of station, succeeding his brother, **JACK K. COOKE**, president of CKEY, who has resigned active managership of station to devote more time to interests as publisher of Canadian edition of Liberty Magazine [BROADCASTING, Jan. 6]. Hal Cooke formerly was manager of CHEX Peterborough and CJAD Montreal.

DONALD MANSON, assistant general manager of Canadian Broadcasting Corp., is attending the International Radio Communications Conference at Atlantic City as an advisor to Canadian delegation.

DICK JOY, co-owner and general manager of KCMJ Palm Springs, Calif., has been elected to directorate of local Chamber of Commerce and Desert Museum.

CHARLES CRUTCHFIELD, general management of WBT Charlotte, N. C., and vice president of Jefferson Standard Broadcasting Co., station licensee, has been cited by The Charlotte Eagle, local Negro newspaper, for outstanding work toward accomplishment of better race relations.

ROGER W. CLIPP, general manager of WFIL and WFIL-FM Philadelphia, has been named chairman of radio sub-committee for 1947 "Better Philadelphia" City Planning Exhibition.

DAVID ARMSTRONG, assistant manager of CKNW New Westminister, B. C., and **LILLIAN JACKSON**, of station's continuity staff, plan to be married June 4.

New WHBS Manager

M. C. (JIMMY) GREGORY took over today (May 26) as manager of WHBS, the *Huntsville* (Ala.) *Times* station, replacing A. L. Smith, who was appointed circulation director of the *Times*. Mr. Gregory, who until today was southeastern representative for Louis G. Cowan Inc., Atlanta, has held various radio positions during the past six years with WDSU New Orleans, WATL and WAGA Atlanta, and WGOV Valdosta, Ga.

1896 John W. Potter 1947

JOHN W. POTTER, 50, president of Rock Island Broadcasting Co., which operates WHBF Rock Island, Ill., died of coronary thrombosis May 17 at Minocqua, Wis., where he had gone with his wife to open their summer home.

Mr. Potter

Mr. Potter, who also was editor and co-publisher of the *Rock Island Argus*, was a former president of the Inland Daily Press Assn. During and after the war he was a member of the National Newspaper Advisory Board, which functioned under the WPB.

Mr. Potter was the third member of the Potter family to have been associated with the *Argus*. His grandfather, John W. Potter, bought the property in 1882, and his father was editor-publisher until his death in 1898.

Surviving Mr. Potter are his wife and three children, Molly, Patricia and John William, and also a sister, Marguerite, and a brother, Ben, co-publisher of the *Argus*. Funeral services were held Tuesday morning in Rock Island.

Advice that will give a clear picture of the New Englander's eagerness to buy quality goods on NERN's say-so. The grouping of NERN stations is ideal for reaching every corner of New England's thickly-populated markets. In New England, "Watch the birdy" means "Listen to NERN."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

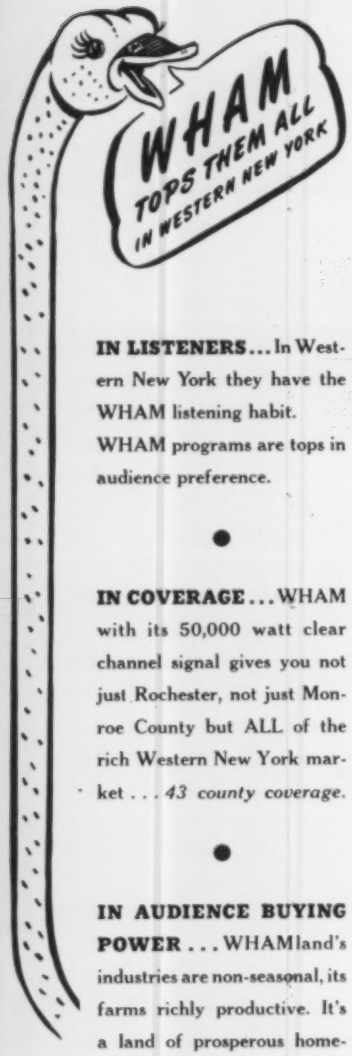
New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood



IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of
WHAM
MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representatives
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

COMMERCIAL

PERRY KEATES, Navy veteran formerly in advertising department of Procter & Gamble Co., Cincinnati, has joined sales staff of KSRO Santa Rosa, Calif.

CARL GEBUHR, director of press information for WTOP and CBS in Washington, has been promoted to WTOP sales department, local sales staff. Mr. Gebuhr, Navy veteran, joined CBS and WTOP in 1946. He was formerly on public relations staff of U. S. Civil Service Commission.

Mr. Gebuhr

DON SULLIVAN, commercial manager of WMT Cedar Rapids, Iowa, is the father of a girl, Lynn.

PAUL PHILLIPS, former production director of WCAU Philadelphia; **HERBERT PEARSON**, previously with WELI New Haven, Conn.; **FRED BRINK**, formerly with Julian Pollock Adv., Philadelphia; and **JOSEPH BUOTE**, former advertising manager of the Veterans Journal, weekly veterans' newspaper in Philadelphia, have joined sales staff of WPEN Philadelphia.

E. E. (Jim) ESHLEMAN Jr., for the past year with Philadelphia office of Radio Advertising Co., and previously with WGAL Lancaster, Pa., has been named manager of Chicago office of Radio Advertising Co. He succeeds **R. L. SWATS Jr.**, who has joined Chicago sales staff of Collier's Magazine.

Mr. Eshelman

LEO HOWARD, former sales manager of KSEK Pittsburg, Kan., has joined sales staff of WKY Oklahoma City. Prior to service in Army, Mr. Howard was with KOAM Pittsburg, Kan., KWTO Springfield, Mo., and KFBI Wichita.

JAMES D. CHERRY, former copy chief with Stanley Gross & Assoc., Norfolk, Va., has joined WLOW that city, as account executive.

KYW Workshop Stresses Training in Script Work

FIFTH ANNUAL Radio Workshop sponsored by KYW Philadelphia for the school system during the summer will place special emphasis on training for in-school educational script writing in response to a request by the Philadelphia Board of Education. Guest lecturers will be drawn from the ranks of professional radio script writers, and the major part of the five-week sessions, which start in July, will be devoted to creative writing.

The workshop, which will have 60 teachers from public, private and parochial schools enrolled, will be directed by Gertrude A. Golden, chairman of the school system's radio committee, William C. Galleher, education director of KYW, and Gordon Hawkins, education director of Westinghouse Radio Stations Inc.

In addition to the workshop for teachers, KYW also will conduct a Junior Workshop for 60 specially selected high school students in the area.

Philadelphia Video Audience Increased Six Times Over November, Survey Shows

TELEVISION in Philadelphia has increased its audience by about six times since last November, a rough survey of known distributors of receivers and a survey of other data reveals.

The survey lends credence to the opinion of Raymond E. Nelson Inc., New York, that Philadelphia may be second only to New York as the top television market for 1947.

A check of Philadelphia distributors indicates that at present, the number of receivers is between 4,500 and 5,000.

The check also revealed that most distributors are optimistic about the number of sales they could make immediately if shipments were received. Should their predictions be accurate, the number of receivers would double in a month here if shipments could be made. As it is, RCA, DuMont and GE sets are being sold; Emerson has a sample as has Farnsworth. Crosley sets are expected soon and so are Philco receivers. Other big name receivers are yet to come.

WPTZ Mailing List

WPTZ, only station televising here, had had a close check on the number of receiver owners through its mailing list. The number on the list increased from 800 in November 1946, to 3,100 when the list was discontinued two and a half months ago. It was stopped when for the first time all local newspapers began printing television program schedules.

Rolland Tooke, WPTZ assistant general manager, believes the list was a fairly accurate count of set owners. WPTZ knew what kind of receiver virtually all the 3,100 set owners had.

Mr. Tooke, estimating the Philadelphia television audience at 30,000, says it is now possible for a sponsor to reach that many persons for a penny per person for 15 minutes. He hopes by the middle of the summer that the number of receivers and persons looking in will have brought the rate down to 1/3 of a cent per person.

HAVERLIN INFORMS NBC OF SAVINGS WITH BMI

AT A LUNCHEON held for the NBC program and production managers jointly by NBC and BMI May 15 at the Waldorf-Astoria, Carl Haverlin, BMI president, reminded the group that the industry had paid in 1946 $6 million in royalties to ASCAP. He further pointed out that if BMI had not been formed the industry might have had to pay $16 million with the old 5% contract, or $24 million with the 7½% ASCAP offer, or $48 million if the industry had accepted the discussed—but never actually offered—15% proposal. Mr. Haverlin asked the luncheon guests to seek out BMI's "meritorious music" and to program it into NBC program and productions managers' conference.

Sydney Kaye, BMI vice president and vice chairman of BMI board, warned the NBC managers that if "BMI plays an inconspicuous role in the future" the 1939 affair would repeat itself but assured them that "if we maintain our relations with you and you with us, we will have no crisis."

M. E. Tomkins, BMI vice president and general manager, explained how BMI had received 10,000 manuscripts in 1941 and how from that number they had selected the popular music that is now a part of the BMI catalogue.

Roy Harlow, director, BMI station relations, also spoke.

WQXR New York 4-Month Sales Up 42% From 1946

AN INCREASE OF 42% in WQXR New York sales for the first four months of 1947 over the same period last year marked the biggest first four months in the history of the station, it was announced last week by Hugh Kendall Boice, vice president in charge of sales.

Analysis of the figures indicated a large increase for each month. March showed a sales increase of 55% over the previous year, while April was the biggest month in gross income with an increase over April 1946 of 46%.

More than 20 sponsors now on WQXR were not on the air at the beginning of last year.

Award to Singer

KATE SMITH, radio singer, and Dr. Florence Sabin, woman scientist, will be presented 1947 arts and sciences citations from the National Conference of Christians & Jews in Chicago June 10 in recognition of "contributions to better human relations and welfare." Presentation will be at a luncheon of the Women's Division of American Brotherhood, sponsored by NCCJ, in Stevens Hotel.

MAIN MORRIS (right), new head of national advertising for KLZ Denver gets congratulations and best wishes on new post from Mort Bassett, radio timebuyer for Morse International, New York. KLZ Manager Hugh Terry looks on approvingly.

Guiding Light --- Re-Lighted

There is a destiny that makes us brothers,
None goes his way alone;
All that we send into the lives of others
Comes back into our own.

Once again the philosophy of *The Guiding Light* shapes the lives and destinies of human beings. Once again a gentle philosophy of faith, hope and love—a straightforward message of brotherhood, understanding and tolerance emanates from the eternal beacon that is humanity's Guiding Light.

We wish to express our grateful appreciation to the *Procter and Gamble Company* for relighting the Lamp of Friendship, and making it possible for us to join our hearts and minds in presenting a needed and significant message in the story of

The Guiding Light

Each weekday, beginning June 2, 1947, over the facilities of the

COLUMBIA BROADCASTING SYSTEM

Produced by.....Compton Advertising, Inc.
Script Supervisor and Plottist .....Irna Phillips
Writer .....Art Gladd
Organist .....Bernice Yanacek

BAUKHAGE TALKING..

. . . Monday through Friday, 1:00 to 1:15 P.M., American Broadcasting Company Coast-to-Coast "Co-operative Program" — originating in the studios of WMAL.

NOW...HE CAN TALK FOR YOU!

Available for the first time since original sponsorship of this exceptional program. It can truly be yours in Washington—but because it is co-operative, the rate is surprisingly low. Subject to prior sale through WMAL, or any ABC Spot Sales Office.

THE EVENING STAR STATION

WMAL

5000 WATTS 630 K.C.
WASHINGTON 5, D. C.

DATA ON RURAL MARKET OFFERED IN NEW BOOK

SIMMONDS & SIMMONDS Inc., Chicago and St. Louis advertising agency, has released a new type of market data book which analyzes America's rural markets and shows by case examples successful marketing campaigns. Titled *Let's Take a Walk Down Main Street*, the profusely illustrated book is available to executives interested in selling to rural areas, the agency announces. It can be obtained from the Simmonds & Simmonds Chicago office at 201 N. Wells St. or the St. Louis office at 611 Olive St.

Facts for the book were obtained over a period of a year and a half through extensive research and through experiences of the agency's personnel in creating advertising and selling plans for rural market advertisers.

Projecting into future trends the results of their research, Simmonds & Simmonds have devoted a complete section of the book to what farmers and small town residents plan to buy in 1947 and 1948.

Larmon Leaves to Attend C. of C. Meeting Abroad

SIGURD S. LARMON, president of Young & Rubicam, New York, was to sail on the Queen Elizabeth May 24 to attend the first postwar Congress of the International Chamber of Commerce at Montreaux, Switzerland, June 2-7.

Mr. Larmon, a member of the U. S. Associates which comprises the American membership of the International Chamber, will be chairman at a special group meeting devoted to advertising on the second day of the Congress. Other U. S. Associates who left for the Congress last week include Winthrop W. Aldrich, chairman of the Chase National Bank and president of the International Chamber of Commerce; Philip D. Reed, chairman of General Electric Co. and chairman of U. S. Associates; Thomas J. Watson, president of International Business Machines Corp., and Earl O. Shreve, president of U. S. Chamber of Commerce.

Ad Club Elects Roberts As First Vice President

HARLOW P. ROBERTS, vice president and radio director of Goodkind, Joice and Morgan, Chicago, was elected first vice president of the Chicago Federated Advertising Club for 1948, following tabulation of a mail ballot. William T. White, sales manager of Wieboldt's Stores, succeeds Wesley I. Nunn, advertising director of Standard Oil of Indiana, as president.

Other CFAC officers for the new year include Blanche Martin, advertising manager of Child Development Inc., second vice president; George A. Brandenburg, Chicago editor of *Editor and Publisher*, third vice president; Douglas M. Smith, executive art director, The Buchen Co., secretary, and C. Chester Carlson, American Colortype Co., treasurer.

Joseph W. Hicks, public relations counsel, and C. F. Southward, vice president of Harry Atkinson Inc., were elected representatives at large of the CFAC board of governors.

AGENCIES

WILLIAM J. GREEN, Navy veteran and former production manager of WRNL Richmond, Va., has been appointed manager of newly formed radio department of Knollin Adv., San Francisco and Los Angeles. Mr. Green will supervise radio activities of both offices.

KENNETH GODFREY, formerly with Federal Adv. Agency, New York and prior to that with Montgomery Ward & Co., has joined executive staff of American Assn. of Adv. Agencies, as assistant to **HERALD BECKJORDEN,** assistant executive secretary of association in area of media, research and radio production.

EDWARD S. KAYLIN, former copy chief of sales training department at Schenley Distrillers, New York, has joined copy staff of William H. Weintraub & Co., New York.

EDWARD VOJAK, formerly with retail advertising department of Montgomery Ward & Co., Chicago, has joined Midland Adv., Chicago, as account executive.

WALLACE J. EHRLICH has joined contact department of Brooke, Smith, French & Dorrance, Detroit.

EDWARD J. FIELDEN, managing director of J. Walter Thompson Co. offices in India, is visiting in the United States, conferring with company's clients.

LEONARD S. MORVAY Jr., former account executive at Altomari Adv., New York, has been elected a vice president of agency and **GERALDINE E. SKLAR,** former publicity assistant at Foster parents Plan for War Children, New York, has joined Altomari as copywriter.

ARTHUR FORESTER, former account executive at Carl Reimers Co., New York, has been elected vice president and a director of agency. Prior to joining Reimers, Mr. Forester was publicity director of W. & J. Sloane New York.

FAY KEYLER, vice president of O. S. Tyson & Co., New York, since joining agency in 1936, has been elected executive vice president of company.

GOTHAM ADV. Co., New York export advertising agency, has completed arrangements with advertising agency in Prague, Czechoslovakia, who will act as Gotham's associate in that country. This brings total of Gotham's overseas affiliates to 51.

CLARENCE HOYEM, former account executive of Harry Brinckman Adv., Los Angeles, has joined Ted H. Factor Agency, that city, as production manager and media director. **BEATRICE HUNTER,** new to advertising, also joins agency as office manager.

ELLIS CRAIG, account executive of Adolphe Wenland & Assoc., Hollywood, is in New York for two weeks contacting eastern accounts.

JOHN RAMSEY, creative executive of Klitten & Thomas, Los Angeles agency, is the father of a boy.

GENE GACH, publicity director of Hugo Scheibner Inc., Los Angeles, has resigned.

PHILIP D. MACAROW, vice president of McKim Adv. Co., Montreal, has been elected a director of the company. He has been with the agency for 11 years.

ROBERT G. HAZELTON, account executive at Paris & Peart, New York, is the father of a girl, Helen Marie.

AL ADAMS, formerly with Warner Brothers and RKO Pictures, June 2 will join J. Walter Thompson Co., New York, as head of agency's eastern motion picture advertising unit. Agency is handling G. Benedic Bogeaus Productions and Beacon Pictures Corp., both of whom release through United Artists Corp. West coast unit of agency will continue to handle all client-distributor operations in Hollywood.

FRANCES A. HINES, formerly with Gimbel Brothers department stores, New York, has joined copy department of William Esty & Co., New York.

D. A. MONTEIRO, who has been manager of McCann-Erickson's office in San Paulo, Brazil, since 1937, has been appointed vice president of McCann-Erickson Corp. of Brazil.

JOHN C. WHITLEY, formerly with Management Assoc., Chicago business consultants, has joined Roche, Williams & Cleary Inc., Chicago, as radio timebuyer.

C. C. HAMMOND, manager of Cockfield Brown & Co., Montreal, has been elected vice president; **A. ARCHIBALD** has been elected secretary-treasurer, and **D. R. McROBIE** has been elected a director. All three are of Montreal office.

MORTIMER MEARS, former advertising manager of Eastern-Columbia, Los Angeles (chain department store), has joined Columbian Adv., that city, as account executive. He succeeds **RALPH LOCKWOOD,** who resigned to become merchandising manager of Breakfast Club Coffee Inc., Los Angeles.

THE TULLIS Co. has centralized its entire Los Angeles area operations in quarters at 6000 Sunset Blvd., Hollywood, discontinuing downtown offices. Telephone: Hollywood 2701.

ALAN S. MORRISON, veteran of Royal Canadian Navy, has been appointed manager of Montreal office of F. H. Hayhurst Co., Toronto.

THOMAS F. HARRINGTON, vice president of Ted Bates Inc., New York, and account executive on Colgate-Palmolive-Peet Co., is in Hollywood for two weeks formulating account's future radio plans.

ATHERTON PETTINGELL, president of Dorland Inc., New York, is in Los Angeles for week's conferences with agency officials there. **ROBERT L. NOURSE Jr.,** Pacific Coast manager of agency, headquartered in Los Angeles, is in New York for two weeks on client business.

THOMAS H. A. LEWIS, vice president in charge of radio for Young & Rubicam, Hollywood, has been elected a director of Army Signal Assn. on a three year term.

SHIRLEY E. AMBLER, production manager of Ernest N. George Co., Los Angeles agency, and Phillip M. Eastman, managing editor of Hemet (Calif.) News, were married May 21.

RUTH REYNOLDS, commercial copy writer of Young & Rubicam, Hollywood, shifts to New York, June 1 for three months with assignment on CBS "Silver Theatre" (International Silver).

FIRST Judith C. Waller award, honoring public service director of NBC Central Division and established by the Alpha chapter of the National Collegiate Radio Guild, May 17 was given to Ruth Barnier, Washington State College senior.

Parker Cancels

PARKER PEN Co., New York, June 18 drops sponsorship of *Information Please*, Wednesday, 10:30-11 p. m. on CBS. Agency is J. Walter Thompson Co., New York. Sponsor may return to the use of radio in the fall though the firm has relinquished the CBS time period effective June 18.

Now... AN ATLANTA OFFICE

EXCLUSIVE REPRESENTATION

WGAC	Augusta	ABC
KERO	Bakersfield	NBC
WKBW	Buffalo	ABC
WHAN	Charleston, S. C.	ABC
WJJD	Chicago	IND
WSAI	Cincinnati	ABC
KDAL	Duluth	CBS
KFRE	Fresno	MBS
KILO	Grand Forks	CBS
WJEF	Grand Rapids	CBS
WFBC	Greenville, S. C.	NBC
KULA	Honolulu	ABC
WMBR	Jacksonville, Fla.	CBS
WKZO	Kalamazoo	CBS
WEMP	Milwaukee	ABC
WDGY	Minneapolis	IND
KLO	Ogden	MBS
KOMA	Oklahoma City	CBS
WPOR	Portland, Me.	ABC
KOIN	Portland, Ore.	CBS
WHBF	Rock Island—Quad Cities	ABC
KROY	Sacramento	CBS
KALL	Salt Lake City	MBS
WDAR	Savannah, Ga.	ABC
KJR	Seattle	ABC
KMA	Shenandoah	ABC
KTUL	Tulsa	CBS
KXEL	Waterloo	ABC

THE INTERMOUNTAIN NETWORK
INTERCOLLEGIATE BROADCASTING SYSTEM

Avery-Knodel, Inc., leading exponents of aggressive activity in Radio Station Representation, opens an Atlanta office with Charles C. Coleman as Manager.

Charlie Coleman is a true "Southern Gentleman." He was born in Atlanta, educated in the South, and has spent practically all of his business life in selling—in the South. After a successful selling experience in other fields, he sold newspaper space for three years. Then he served as Atlanta manger for two well-known radio station representatives over a period of years. He also found time to spend two years in the U. S. Navy where he was assigned to public relations work, which was a real selling job in itself.

Charlie believes, as do the others on the Avery-Knodel staff, that service to the client is always spelt with a capital "S". Which means hard, aggressive selling, careful attention to details, and personal follow-up.

Avery-Knodel, INC.

120 Marietta Street, N. W., Atlanta, CYpress 7545

NEW YORK	ATLANTA	SAN FRANCISCO	LOS ANGELES	CHICAGO
565 Fifth Ave.	120 Marietta St., N. W.	544 Market Street	315 W. Ninth St.	333 N. Michigan Ave.
PLaza 3-2622	CYpress 7545	DOuglas 5873	TUcker 2095	ANDover 4710

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD
GEN. MGR.

1319 F STREET, N.W.

Miller Is Named Program Editor, NBC Video Dept.

WILLIAM BURKE MILLER, former assistant manager of WNBC New York, has been appointed program editor of the NBC Television Dept. Mr. Miller, who won the Pulitzer Prize in journalism in 1925 for his coverage of the trapping of Floyd Collins in a sand cave near Cave City, Ky., joined NBC's Press Dept. in 1927 and three years later organized NBC's Special Events Dept. In 1935 he was named night program manager to direct the organization of the network's night and holiday program operations.

Mr. Miller

In 1941 Mr. Miller was appointed director of talks and a year later eastern program manager. His last position before joining the Office of Strategic Services in 1944 was as public service and war program manager.

UAW Planning Course; FM Building Underway

ONE-WEEK course in radio station operation will be staged this summer by United Automobile Workers (CIO), which has FM station projects pending in Detroit and Chicago. The course will be given at a university not yet selected for the benefit of employes who will serve on the stations. Network officials are to serve as teachers.

UAW locals, according to the *CIO News*, will sell membership certificates in the nonprofit corporation which will operate the Detroit station, said to be well advanced toward completion. The Chicago station is expected to be on the air by the end of the year, according to UAW.

The union plans an international project arranged through the BBC by which interviews with auto workers in England would be recorded for the UAW stations. UAW has taken out memberships in both NAB and FMA.

BBC School Radio

BBC's Mary Somerville, former director of schools broadcasts and now assistant director of BBC Talks Division, spoke in New York last week on the British concept of education by radio. A pioneer in radio education, she supplemented her talk by playing recordings of typical BBC school broadcasts. She is scheduled to fill speaking engagements in Boston and Washington before leaving for a tour of Canada.

KMPC Hollywood, in addition to AP and UP, has contracted for International News Service.

PRODUCTION

RALPH De SALLE, former writer for Benton & Bowles and Young & Rubicam, Hollywood, and previously with KFRC San Francisco, has joined writing and production staff of KGO San Francisco. **HERB ELLIS**, freelance radio actor, has joined KGO announcing staff, replacing **BILL ERIN**, resigned.

GEORGE M. PERKINS, former account executive with BBDO, New York, has been appointed program manager of WHDH Boston. Mr. Perkins started in radio in 1930 with WSYR Syracuse N. Y., later going to WFBL Syracuse, where he became program director. In 1943 he joined Foote, Cone & Belding, New York, as radio contact and business manager for Lucky Strike account. He joined BBDO in 1945, remaining there until WHDH appointment.

Mr. Perkins

HOWARD KALLEN, freelance announcer and actor, has joined WHOM New York, as newscaster and record m.c.

BILL PHARR, formerly with KFDM Beaumont, Tex., KTBS Shreveport, and KAND Corsicana, Tex., has joined staff of KPRC Houston.

ARTHUR ALAN STERN, former script writer with WLIB Brooklyn, N. Y. and WNYC New York, has joined continuity department of WLW Cincinnati.

NATHAN BERLIN, staff writer at KALL Salt Lake City, has been named head of station's continuity department. He replaces **DICK ANDERSON**, who will take over KALL production department.

BARBARA LOUISE JUDELL, continuity acceptance editor of WOR New York, and Alfred Barton Winslow have announced their engagement, with wedding planned for next month.

TONY PARRISH, formerly with WTOP Washington, D. C., has joined WBBM Chicago, as staff announcer.

BOB DREPPERD, announcer at WLOW Norfolk, Va., has been named chief announcer.

ELOISE PECK, formerly with KTFI Twin Falls, Idaho, and WMAZ Macon, Ga., has joined WHHM Memphis, as program director. **JO McKINNON**, head of WHHM's continuity department, has been appointed production manager and **MILTON Q. FORD**, sports announcer, has been named WHHM chief announcer.

RUSS BROWN, former staff vocalist of WBBM Chicago, has joined KMOX St. Louis, where he will begin new summer musical series, "Seth Greiner Show."

JOHN R. GILLINGHAM, producer formerly of KYA San Francisco, has joined staff of KRCC Richmond, Calif.

HAL WOLF, announcer and sportscaster of KPO San Francisco, has been named assistant program manager and supervisor of announcers. He replaces **FLOYD FARR**, who resigned to become general manager of KEEN, soon to open in San Jose, Calif. [BROADCASTING, Jan. 20].

HARRY H. WICKERSHAM, formerly with OWI San Francisco and OIC New York, and prior to war, program director of KJBS San Francisco, has returned to California to re-enter commercial radio. Definite plans not announced.

PAULINE SEPESI, of MBS network's midwest staff, has been elected vice president of Chicago Filing Assn.

JOHN TERRY, formerly with duplicating department of NBC Central Division, has resigned to join KROS Clinton, Iowa, as staff announcer.

DOLPH NELSON, former freelance radio actor and director, has joined NBC Central Division as production-director.

MAGGI McNELLIS and **HERB SHELDON** will leave WNBC New York, where they are currently heard on "Maggi's Private Wire," Mon.-Fri., 12:30-12:45 p.m., next month and June 30 will be featured on new audience participation show, "Luncheon at the Latin Quarter," on WJZ New York.

PAT ALAN, former chief announcer with WCLO Janesville, Wis., has joined KSTT Davenport, Iowa, as chief announcer and associate production manager. **GREGG DUNN**, also formerly with WCLO, has joined KSTT announcing staff.

JIMMY BYRNES, veteran of AFRS and formerly with KDNT Denton, Tex., and WFAA Dallas, has joined announcing staff of WKY Oklahoma City.

JOE SNYDER, former announcer with WKPH La Crosse, Wis., has been appointed program director of WLCX La Crosse. He previously was with NBC Chicago and WDSU New Orleans.

Direct Route

ELEVEN - YEAR old Milton Eugene Haynes, of Tulsa, took the most direct route when he decided he wanted to be a radio announcer. He went to studios of KVOO Tulsa, explained that he'd had a "lotta experience speaking to large groups of people" and asked for a job. KVOO program director auditioned Milton, assigned him a spot on teenage show, "Safety Party" (see Programs), and after a few shows, announced that young Milton would hereafter be a regular performer on the program.

HAL DAVIS, announcer-m.c. of KCMJ Palm Springs, Calif., and Lorraine Strauss of Los Angeles, have announced their marriage.

BOB SWAN, announcer of KECA Hollywood, June 23 starts six-week summer class in "Survey of Radio and Applied Broadcasting Techniques" at Lloyola U.

HARRISON NEGLEY, recently separated from Army, has joined CBS Hollywood program writing department as librarian.

KAY RICHINS, assistant program director of KDYL Salt Lake City, has been elected to board of directors of Salt Lake City Ad Club.

ANN RYAN, wife of **BILL McCORD**, announcer at WLW Cincinnati, has joined WLW staff as part-time vocalist with own 15-minute show on Friday night.

WILLIAM GEHLERT, music librarian at WTEL Philadelphia, has joined announcing staff in addition to present duties.

ROBERTA TODD, member of continuity staff of CKNW New Westminister, B. C., and Jim Postlewhaite have announced their marriage.

SUE SHELDON, of the program and production department of KGO San Francisco, and Esdras Hartley have announced their engagement.

STEVE ROBERTSON, announcer at KGO San Francisco, is the father of a boy, John Dunning.

CARTER REYNOLDS, announcer at KRNT Des Moines, is the father of a boy, Terry Arthur.

BILL HEDGEPERTH, program director of WBIX Rome, Ga., and **MONTY PORTER**, of WBIX staff, plan to be married June 8.

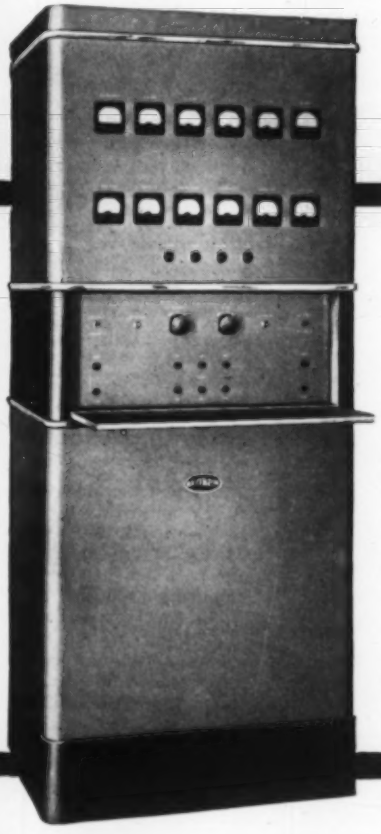
BILL BROWNELL, continuity writer at WJW Cleveland, and **DICK KLAUS**, WJW salesman, have composed a song titled "Light Up and Relax" which will be recorded for Decca records this fall by Louis Jordan and his orchestra.

NANCY OSGOOD, director of women's activities for WRC Washington, has been nominated, uncontested, for corresponding secretary of Women's National Press Club. Elections will be held June 3.

DON McNEILL, master of ceremonies on ABC "Breakfast Club," is being profiled in June issue of True Story magazine. Written by Joseph Kaye, as related by Mr. McNeill's wife, Kay, piece is entitled "The True Story of the McNeills."

More and More 250 Watt Stations

are being powered by Raytheon



Here's the AM Transmitter that small-station owners are turning to...for its dependable, simpler circuits...its advanced design ...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

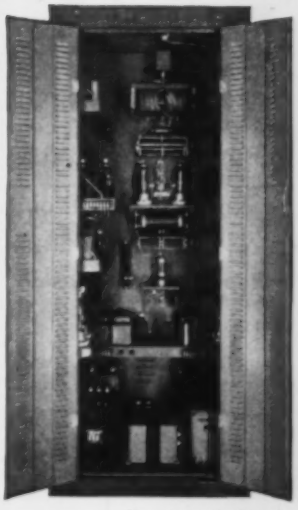
1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency**—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability**—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning**—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation**—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion**—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing**—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements**—All electrical characteristics are well within the F.C.C. requirements. Noise level is −60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.

RAYTHEON

Excellence in Electronics



RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division, **7475 Rogers Ave., Chicago 26, Illinois**

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

Forms

(*Continued from page 18*)

Book's) are insufficient for an accurate representation of his own program operation.

At present, separate application forms are used in seeking construction permits for new AM, FM, and TV stations. As an example of the consolidation that is being effected, in the future these three—Nos. 301 for AM, 319 for FM, and 330 for TV—will be represented by a single form, No. 301, which will be used in applying for either AM, FM, or television.

Similarly, a single application, No. 302, in the future will be used in applying for license to cover construction permit for any one of the three classes of station, replacing present Nos. 302 (AM), 320 (FM), and 318 (TV). New Form 303 will serve as the renewal application for any one of the three types, succeeding existing Nos. 303 (AM renewal) and 311 (FM or TV).

Other New Forms

In all of these, the engineering section will be made applicable to AM, FM, and television.

Other new forms as now scheduled include:

No. 304, application for modification of an existing broadcast station authorization.

No. 313, for auxiliary radio broadcast station.

No. 314, for consent to assignment of license or construction permit.

No. 315, for consent to transfer of control of licensee or permittee corporation.

No. 321, for construction permit to replace expired permit.

The existing application forms which these are designed to replace are as follows:

No. 301, for new AM station construction permit.

No. 302, for AM license.

No. 303, for AM renewal.

No. 303A, statement of technical information concerning AM stations using non-directional antenna.

No. 303B, similar statement for AM stations using directional antenna.

No. 304, application for CP, modification of CP, or modification of license of existing AM station.

No. 305, for authority to install new equipment or make changes in equipment of an existing station.

No. 306, to determine operating power by direct measurement of antenna power.

No. 314, assignment of license.

No. 315, transfer of control.

No. 316, inventory of station property.

No. 318, supplemental application for television CP (license) or modification thereof.

No. 319, for new high-frequency broadcast station permit.

No. 320, for high-frequency broadcast station license.

No. 332, for construction permit, modification of permit, or modification of license for existing high-frequency broadcast station.

No. 330, for new television station CP.

No. 333, for CP, modification of CP, or modification of license for existing television station.

No. 335, supplement concerning chain broadcasting, relating to application for AM authorization.

Leaders in the reorganization project have been, for FCC, Chairman Charles R. Denny; Comrs. Ray C. Wakefield and Rosel H. Hyde; Charles Weeks, chief of the Organization and Procedure Section, and representatives of the legal, engineering, and accounting sections of the Broadcast Division.

The activities of the Budget Bureau, which must approve all forms used by all Government agencies, have been directed by David E. Cohn of the Bureau's Division of Statistical Standards.

Industry Group

The industry group, a 14-man Committee on Radio Broadcasting, of the Advisory Council of Federal Reports, is headed by Wayne Coy of WINX and WINX-FM Washington. Other members:

Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth H. Berkley, WMAL Washington; H. J. Brennen, WJAS Pittsburgh; Carl J. Burkland, WTOP Washington; John Elmer, WCBM Baltimore; Merle S. Jones, former vice president of Cowles Broadcasting Co. and general manager of WOL Washington; C. T. Lucy, WRVA Richmond; Gustav B. Margraf, Washington attorney, counsel for NBC; James H. Neu, CBS Washington attorney; Herbert L. Pettey, WHN New York; Carleton D. Smith, WRC Washington; Richard C. Steele, WTAG Worcester; C. E. Arney Jr., NAB secretary-treasurer. Mr. Arney is committee secretary.

The Advisory Council on Federal Reports is appointed by national business organizations at the request of the Budget Director, to advise with the Bureau in simplifying and improving federal agencies' questionnaire and reporting procedures. These national business organizations include:

American Trade Assn. Executives, with which NAB is affiliated; American Retail Federation, U. S. Chamber of Commerce, Controllers Institute of America, National Assn. of Commercial Organization Secretaries, National Assn. of Manufacturers, and National Industrial Council.

Taste Turns to BBC

A HOUSEWIFE in Worcester, England, was making orange marmalade the other day when she switched on the radio to hear the 6 p. m. BBC news. She heard the announcer report that a Worcester druggist had that day sold a woman highly-poisonous oxalic acid instead of tartaric acid for making marmalade. Hurrying to a nearby police station, the housewife found that it was she to whom the poisonous acid had been sold. Her tastes now incline away from marmalade and toward the BBC.

WLBB Incorporates

WLBB Carrollton, Ga., last week tendered for filing at FCC an application for assignment of license from Carroll Broadcasting Co., a partnership, to Carroll Broadcasting Co. Inc., a new firm owned equally by the present partners: Thomas Carr, president; J. E. Duncan and Roy Richards, vice presidents, and Robert D. Tisinger, secretary-treasurer. No money involved.

Allied Arts

WARREN CORDELL, index research department head for A. C. Nielsen Co., Chicago, has been elected vice president of firm.

DANIEL R. CREATO, former assistant general counsel of RCA Victor Division, Camden, N. J., has been appointed general attorney of the division. Prior to joining the legal department of the RCA Manufacturing Co. in March 1935, Mr. Creato was associated with the Camden law firm of Bleakly, Stockwell & Burling for more than three years.

EARL R. MELLEN, executive vice president and treasurer of Weston Electrical Instrument Corp., Newark, N. J., has been elected president of the firm. Mr. Mellen joined the company in 1917.

A. L. RACKIN ASSOC., Hollywood publicity firm, has moved to 1610 Cosmo St. Telephone: Hillside 5646.

R. H. McCULLOUGH, television director of National Theatres and Fox West Coast Theatres, Los Angeles, executive in charge of construction, maintenance and purchasing, has been named chairman of theatre committee for Hollywood Academy of Television Arts & Sciences.

THOMAS H. BEACOM, vice president of First National Bank of Chicago, has been elected a director of Stewart-Warner Corp., Chicago (radios), succeeding **ROBERT J. DUNHAM**, retired.

OLAND KILLINGSWORTH, former director of News Forum Shorts for Embassy Newsreel Theatres, New York, has organized production unit, under his name, to produce film shorts exclusively for advertising agencies and particularly for their television programs. New firm is located at 1560 Broadway, New York.

JUNE HANSON, director of auditioning and talent department of CBS Chicago, has resigned to join auditioning department Les Mitchell Productions, Hollywood.

Taylor of CBS Advocates Lessening Sound Effects

DAVIDSON TAYLOR, CBS vice president, recommended to a group of the network's program personnel meeting in New York last week the use of "the minimum of sound effects which can be used without impairing clarity."

The conclave was called by CBS to reassess the true value of sound effects and music as background for broadcasts. Mr. Taylor declared that CBS staffers as well as listeners have noted overloud or overabundent sound effects and music on certain programs. Result, said Mr. Taylor, was that program quality and illusion were impaired rather than enhanced.

Werner Michel, assistant to Mr. Taylor, added that too many radio sound effects are hackneyed and stale, and recommended that new ones be devised. He said that background music on broadcasts often is obtrusive and contrary to the script's mood.

KDKA Course

SEVENTEEN more teachers of the Pittsburgh school system have completed their course at the 1947 KDKA Teacher Workshop in the use of radio in education. Each group was given a 13-week course in intensive training at KDKA's studios, under the direction of Mrs. Victoria Corey, the station's educational director.

Something to **BARK ABOUT**

The only show of its kind in eastern and central New York and western New England, George Michael's CANINE COMMENTS . . . heard each Sunday at 12:15 p.m. over pioneer station WGY . . . is really something "to bark about."

It reaches hundreds of thousands of dog lovers in WGY-land and each week pulls in a stack of mail from interested listeners!

Expert on his subject, dog fancier Michael knows all the answers on pet training, handling and showing, and to this he adds the human interest touch that appeals to everyone.

For complete details on this low cost show contact your nearest NBC Spot Sales office today!

Represented Nationally by NBC Spot Sales

WGY 50,000 watts • NBC Affiliate

Schenectady, N. Y.

GENERAL ELECTRIC

News

JACK SWIFT has been named chief news editor of KDKA Pittsburgh, succeeding **FRANCIS FITZSIMMONS**, resigned.

DAVID SCHOENBRUN, CBS special correspondent, has been signed as a regular member of network's news staff and assigned to Paris. Before becoming special CBS correspondent in January 1946, Mr. Schoenbrun served with U. S. Army during which time he was assigned to run Mediterranean Theatre news desk for United Nations radio, and directed allied forces newsroom.

BILL FREEMAN, former news editor of KARV Mesa, Ariz., has joined news and announcing staff of KRUX Phoenix. He previously was with WELL Battle Creek, Mich. and WOOD Grand Rapids.

FRANK HARDEN, sports director of WIS Columbia, S. C., has been elected first vice president of Columbia Junior Chamber of Commerce.

DAN BAILEY, former Marine Corps correspondent, has been named night news editor of WAGA Atlanta, Ga.

Trial by Error

SEEKING story on an important felony trial, Newsman Charles McCuen, of KRNT Des Moines, called newspaper editor in Jefferson, Iowa, but his call was delayed. A few minutes later Mr. McCuen answered a call from Jefferson, thinking it was his party. The Jefferson man gave him complete details of the trial, ending with his identification as, "You know—your WHO correspondent." He was "slightly" surprised when he learned that he had given his story to KRNT. Mr. McCuen promptly called WHO, competitive Des Moines station, and the two stations went on the air together with the news break—a case of unplanned cooperation.

IRENE CORBALLY KUHN, NBC assistant director of information and war correspondent, has been honored by War Dept. with citation and CBI theatre ribbon for her war-time reporting for NBC from the Pacific.

BOB WIDMARK, who will join news staff of WMT Cedar Rapids, Iowa, June 7 upon graduation from U. of Iowa, has been awarded school's Brewer Award as outstanding senior journalism student.

EDWIN C. HILL, ABC commentator, May 19 returned to the air following six weeks convalescence from an operation.

ARCH McDONALD, sports director of WTOP Washington, May 30 will be honored by Lions Clubs of District 22. Citation and pigskin traveling bag will be presented to Mr. McDonald at Griffith Stadium, Washington, between games of Memorial Day baseball doubleheader.

Opens Own Business

WALTER LEWRY ROE, until recently with the Raytheon Co. as director of its central frequency bureau, has organized an engineering and allocation consultant business specializing in communication facilities. His office is to be located in the Lincoln Bldg., 60 E. 42nd St., New York, but temporarily Mr. Roe is operating from his home at 584 Weaver St., Larchmont, N. Y. While with Raytheon Mr. Roe not only directed the central frequency bureau but represented the firm in FCC matters and was responsible for the preparation, filing and follow-up of all applications for the parent company and its subsidiaries.

WCAU POINTS TO CREDIT OMISSION ON SERIES

ANNOUNCEMENT in Washington last week of a series of 13 quarter-hour dramatizations by the Navy, *In the Highest Tradition* [BROADCASTING, May 19], aroused tempers of executives at WCAU Philadelphia.

What piqued station officials was the failure of news stories to mention WCAU as creator of the series.

Shows were written by Joseph C. Connolly, WCAU program director, with the technical assistance of Capt. G. W. Campbell, Public Relations Officer of the Fourth Naval District. Each program was based on a wartime citation to an enlisted man.

The Navy distributed the series this week to 300 radio stations throughout the country in connection with "Operation Naval Reserve Week," which ended May 24.

Hartford Host to Women Broadcasters of 6 States

WOMEN BROADCASTERS from the six New England states will meet at the Bond Hotel, Hartford, Conn., the week-end of June 14-15, according to plans announced by Nell Avery Daugherty, WSTC Stamford, Conn.

Principal speakers will be Mrs. William G. Dwight, president of WHYN Holyoke, Mass., and editor and publisher of the *Holyoke Transcript-Telegram;* Gladys Tabor, author and lecturer, and Francis Burke Redick, Connecticut's secretary of state.

Among radio personalities attending will be Alma Kitchell, Assn. of Women Broadcasters, president; Dorothy Lewis, AWB vice president, and Frances Farmer Wilder, CBS consultant on daytime programs. Arrangements for the conferences are being handled by a committee composed of Fay Clark, WBRY Waterbury, Conn., chairman, Una King, WTHT Hartford, and Ida Burbank, WTIC Hartford.

UOPWA Will Contest Its Rejection by WOR Group

WHITE COLLAR workers at WOR New York last week rejected union representation in a National Labor Relations Board election.

One of the competing unions, the United Office and Professional Workers of America (CIO), announced it would file charges with NLRB, accusing the WOR management of unfair labor practices and of intimidation and coercion of employes.

The WOR office workers cast 51 votes for no union representation, 33 for the UOPWA and six for the Office Employes International Union (AFL).

The station's building service and studio workers, however, elected the UOPWA as their bargaining agent by a majority of 16 votes.

WIZZ UNDAMAGED

Competing Stations Help Fight Nearby Forest Fire

"SPLENDID cooperation" of competing stations when WIZZ, independent FM station in Wilkes-Barre, was threatened by forest fire last month has been hailed by Richard G. Evans, WIZZ president. When encroaching flames forced WIZZ off the air, WBAS WBRE WILK in Wilkes-Barre and WHWL Nanticoke, Pa. broke into news programs and network shows with calls for volunteer firefighters. Fire was brought under control seven hours later and WIZZ was able to return to the air.

Mr. Evans reports that WIZZ's steel and concrete transmitter building was not damaged by the blaze, thanks to timely intervention of the neighborly radio colleagues.

Election Returns

KROW OAKLAND, Calif., and the *Oakland Post-Enquirer* cooperated in presenting returns from the city election May 13. General Manager Wilt Gunzendorfer of KROW arranged for a direct line into the city hall, where Russ Coughlan, KROW program director, gave last-minute tabulations. The Pacific Coast League baseball broadcast was interrupted during the evening, through courtesy of sponsor, Signal Oil Co. The oil firm relinquished its commercial announcements in order that election results might be aired.

NETS, RWG DISAGREE OVER REPRESENTATION

NINETY-NINE percent of the free lance writers working on network programs will be represented by the Radio Writers Guild in forthcoming bargaining with the networks, a Guild official said.

A joint statement issued a week and a half ago by the networks and the Guild [BROADCASTING, May 19] said that the bargaining unit to be represented by the Guild would include "free lance employees" but not "independent contractors."

Although the exact difference between these two classifications has not yet been determined, the Guild spokesman said he was confident that only one per cent of the network free lance writers would be excluded from representation.

Negotiations looking toward a minimum basic agreement on behalf of free lance employees will begin May 27 in New York.

Complaint Dismissed

A COMPLAINT CHARGING Benson & Hedges, New York, with falsely representing that certain brands of cigarettes it sells are of English origin and manufacture was dismissed without prejudice last week by the Federal Trade Commission after the company agreed to restyle its packages and modify its advertising for the following brands of cigarettes: Parliament, Virginia Rounds, Virginia Ovals, Russian, Turkish and The "Greys."

KQV RINGS THE (SCHOOL) BELL!

We've known for a long time that Al Nobel's JUKE BOX show keeps ears glued to speakers in terrific, high-Hooper style. And now comes proof that this big KQV audience is a tremendously responsive one too. After sponsoring the JUKE BOX for 31 weeks, a radio and television school had to cancel because the results of 1,257 inquiries completely filled the school's enrollment. This 15-minute open strip on the JUKE BOX is a rare availability!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.

A STRATEGIC SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

17¼ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

Orchid for Julie

JULIE BENELL, director of WKY Oklahoma City's *Woman's World*, is credited in the May 17 issue of *Saturday Evening Post* with the original promotion of Oklahoma City's Veteran's Center. Miss Benell suggested the project during a broadcast of *WKY's Servicemen's Radio Clinic*. When the Center was finally built she was the only woman elected to its board of trustees.

Receiver Prices to Stay High, Sonora Head Says

NO POSSIBILITY of any significant decrease in radio prices unless raw material costs are cut was seen by Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, in a letter sent to distributors of Sonora radios.

Mr. Gerl called upon iron and steel, copper and paper companies to "police" their customers, some of whom, he said "divert raw materials from legitimate channels into the "gray" market, intensifying the shortage and causing prohibitive finished goods prices.

"In conversations with our suppliers all over the country," wrote Mr. Gerl, "we find that the existence of a gray market in steel and copper has just about doubled the prices of radio component parts."

Stewart-Warner Report

STEWART-WARNER Corp. has announced a net profit carried to surplus of $720,999, equal to 57 cents per share of 5 dollars par value common stock, for the first quarter of 1947, ending March 31. This was disclosed at the annual meeting of stockholders in Richmond, Va., May 14 by James S. Knowlson, chairman of the board and president of the firm. New director, Thomas H. Beacom, vice president in charge of trust department of the First National Bank of Chicago, was appointed to fill vacancy caused by retirement of Robert J. Dunham. All other incumbent directors were re-elected.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

BEARD RECORD Co., Los Angeles, has been re-organized and name changed to Sound Record Manufacturing Co., with offices at 9055 Washington Blvd. **JAMES BEARD** continues to retain ownership of company. **JOSEPH ELLISON**, formerly an executive of Allied Record Mfg. Co., Hollywood, is sales manager of Sound Record Mfg. Co.

T. E. DAVIS, recording engineer of 6000 Sunset Recording Studios, Hollywood, is the father of a boy.

MARVIN L. GRANT, formerly with William H. Weintraub & Co., New York, has joined James Stevenson Productions, New York, as writer-director.

LARRY FINLEY, president of Finley Transcription Co., Los Angeles, is the father of a boy.

BOB ADAIR, transcript librarian at KGO San Francisco, is the father of a girl, Janis Marie.

Listener-Research Group Reorganized by 4 Cities

Mr. Woods

Mr. Lottridge

MEETING IN Davenport, Iowa, on May 12, a representative group of listeners from four cities (Davenport, Iowa, and Rock Island, Moline, and East Moline, Ill.) reorganized the Quad-City Radio Council, listener-research group. Woody Woods, director of public relations, WHO Des Moines, acted as chairman, and there were speeches by Frank Pellegrin, director of broadcast advertising, NAB, and Buryl Lottridge, vice president of WOC Davenport, which sponsored the gathering.

The other three stations in the Quad-City area, WHBF Rock Island, WQUA Moline and KSTT Davenport, were invited to join in achieving the group's general objective, which is . . "Greater listener participation in the evaluation and development of Quad-City radio fare."

Guests included Mrs. Clella Darby, director, Des Moines Radio Council; Lloyd Griffin, Free & Peters Inc., station representatives, Chicago; Mrs. Nelle Kenison, radio chairman, Iowa P. T. A., and Miss Dorothy Parsons, account executive, L. W. Ramsey Co., Davenport.

Application Dismissed

APPLICATION of WOKO Albany, N. Y., for power increase to 5 kw unlimited on 1460 kc was announced by FCC last week as dismissed. Station faces deletion August 31 for concealment of ownership. Latest plea of WOKO for reorganization and continued operation was denied [BROADCASTING, May 12].

TECHNICAL

DAVID J. MILLER Jr., former chief studio engineer for Philco Radio and Television Corp., Philadelphia, has been named assistant chief engineer in charge of television for WFIL Philadelphia. Mr. Miller joined Philco Corp., in 1933 and has been a television engineer for firm for last eight years.

DAVE KEMPKES, studio engineer with NBC Central Division, resigns June 1 to supervise construction of new 1,000-watt station, of which he is part owner, at Sioux Falls, S. D.

GENERAL ELECTRIC Co., Transmitter Division, Syracuse, N. Y., has developed new 60-w FM transmitter-receiver combination for fixed station use by police, forestry, etc. Incorporating one or two receivers, new SC-9 combination is designed to permit operation over single-pair telephone line. Preamplifier, tone oscillator and local remote control adapter may be plugged into rack-mounted control panel.

T. B. PALMER, ABC western division technical operations head, and **A. E. EVANS**, engineering manager of KGO San Francisco, are in New York conferring with network officials.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, N. J., has developed a new, compact electronic analyzer, Model 769, providing facilities for accurate urements covering frequency ranges of voltage, current and resistance measpractically all present electronic applications. Model 769 is completely line isolated and line insulated to reduce external radio frequency influence. Power supply is self-contained and no external a-c supply is required when using the model as a standard analyzer.

WILLIAM F. CLANCY, technical staff member at WTIC Hartford, Conn., has been named assistant transmitter supervisor.

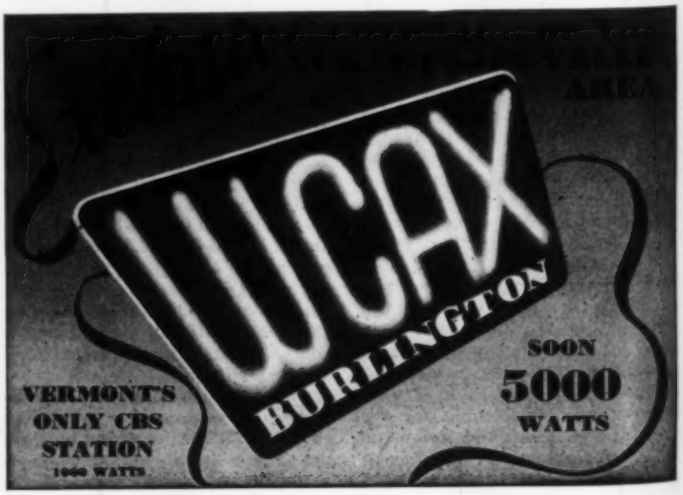
HARRY B. BOKKAR, formerly with NBC Hollywood, has joined ABC Engineering, Hollywood, as summer vacation relief engineer.

SOUND APPARATUS Co., New York, has developed impedance vectograph which makes available, in conjunction with firm's twin recorder and beat frequency oscillator, direct graphical recording of resistive and reactive components of impedance as function of frequency. Device enables separate or simultaneous measurement and recording of resistance and reactance, from 1 to 4,000 ohms in six ranges with separate expansion of either scale of 1/2, 1/5 or 1/10 of the other scale.

CALVIN STEPHENSON, ex-Marine has joined WBIG Greensboro, N. C., as control operator.

MARGARET RICHARDS, of NBC television department and **MAX JACOBSON**, NBC field operations supervisor, were married May 16.

KFI Los Angeles has received Navy Certificate of Award for station's aid in personnel procurement.



14TH ANNIVERSARY
KMBC 6-Day Program Has Same Sponsor Through Years

"JOANNE TAYLOR'S Fashion Flashes" celebrated its 14th anniversary on KMBC Kansas City last week in triplicate. The event marked 14 years that the same sponsor, John Taylor's Department Store, has had the program on KMBC — and at the same time, 9 a. m., Mon.-Sat. —and it brought together the three women who have carried the name, Joanne Taylor.

Miss Howard

The original Joanne, Caroline Ellis, the second one, Bee Johnson, now married and no longer in radio, and the current one, Ora Howard, reminisced about the show's many famous guests and the stars who had their first break appearing on it, such as the Westerners and Gomer Cool. Guests included the Grand Duchess Marie of Russia, beauty expert Frank Westmore, and two screen stars, Lizabeth Scott and Ruth Warrick.

Under the broadcast's format, which has not changed through the years, the action occurs in the department store's shopping office and features selling dialogue between Joanne and her two assistants, plus comedy lines by a stock boy.

Miss Howard, the current Joanne, in addition to presiding over the Kansas City Women's Chamber of Commerce, writing and appearing on six shows a week, and making numerous talks, is a housewife and the mother of twins.

FIRST PRIZE for radio-theatre production for 1946 was awarded to "De Hombre a Hombre" ("Man To Man"), produced by the Buenos Aires office of McCann-Erickson and sponsored by Kolynos Toothpaste, by La Comison Nacional de Cultra of the Argentine government, which has authority over moving picture, theatre and radio production in that country.

NBC, Church Group Plan Rehabilitation Interviews

FRANK PAPP, NBC producer-director of public service network programs, and Noel C. Warwick, NBC recording engineer, were to sail for Europe May 24 to tour 17 countries for a series of on-the-spot interviews illustrating the workings of the Church World Service rehabilitation program.

Interviews will be recorded, later to become a series of 13 radio programs produced by the Joint Religious Radio Committee and broadcast on 500 U. S. stations. They will be designed to show people in the U. S. how Europeans are reconstructing their own war-devastated areas with funds supplied by Church World Service.

Countries to be visited include England, Holland, France, Belgium, Germany, Austria, Poland, Czechoslovakia, Hungary, Switzerland, Italy, Greece, Yugoslavia, Norway, Denmark, Sweden and Finland.

Reductions Sought

TO EFFECT a lower cost to the public for copies of transcripts of hearings before the FCC, the Commission will forego the usual bonus paid by stenographic reporting companies for contract privileges. The new policy was announced last week by FCC in inviting bids from reporting firms for the fiscal year 1948. FCC will consider bids on basis of prices to be charged the public in addition to other factors. A bonus of $15,000 was paid for the privilege of reporting Commission hearings in Washington during the present fiscal year, according to the FCC report. Contract is held by Ward & Paul, Washington.

KYW Gets Award

KYW Philadelphia received an award this week from the U. S. Junior Chamber of Comerce "in recognition of unselfish services rendered for the Better Youth Crusade." Willard W. Wright, Jr., president of the Philadelphia chapter, made the award.

Milestones

THE ABC FORUM program, *America's Town Meeting of the Air*, celebrates its twelfth anniversary on May 29 with a special broadcast. Program moderator, George V. Denny Jr., is president of The Town Hall Inc., which produces the forum in cooperation with ABC. . . . Same day on NBC the General Foods Corp. weekday series, *When a Girl Marries*, marks its eighth birthday. Most of original cast still is featured. . . . Charley Stookey, flying farm editor of KXOK St. Louis, May 20 celebrated his 18th radio year.

Mr. Denny

Harry Broderick, control room supervisor at WDRC Hartford, Conn., this month starts his seventh year with that station. . . . The WHN New York *Books on Trial* program May 19 began its second year of weekly broadcasts.

Frank Kennedy, chief engineer of Don Lee Broadcasting System, is marking his 16th anniversary with the regional network. . . . Felix Miller, who has been conducting Polish programs on WTEL Philadelphia, May 16 staged an anniversary party at Lithuanian Hall attended by more than 1,200 persons. . . . Same day WBIG Greensboro, N. C., took note of its 21st birthday. Early morning man, Bob Jones, offered $25 savings bond to listener who could recall earliest event regarding station.

TOTAL of $125 was awarded to 12 NBC employes during April for suggestions for improving operations of the company. Highest award of $25 went to Howard L. Eitelbach, of engineering department, for suggestions on construction of a television camera cable anchor in Studio 3-H.

WATCHING movies in projection and radio audition room at new offices of Geare-Marston Adv., 21 S. 12th St., Philadelphia, this agency-client group was attending cocktail party celebrating agency move to new quarters and the firm's 19th birthday. L to r: Helen J. Staunton, and Austin J. Daily, advertising manager, Lederle Labs. Inc., division of American Cyanamid; Clyde Schuler, architect; Arthur Edrop, Geare-Marston art department, and L. D. Holland, sales department, E. F. Houghton & Co.

RADIO WOW OMAHA
NBC AFFILIATE
5000 WATTS
590 KC
WRITE, WIRE, OR PHONE
JOHN J. GILLIN or JOHN BLAIR

SELL
No. 1 Market
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
IN THE SOUTH'S
No. 1 State
WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION
NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

The LARGEST station in the LARGEST city in WEST VIRGINIA
WSAZ
HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE
represented by THE BRANHAM COMPANY

Mayor for sale! Heels for sale! No connection, of course, but our basic spot ideas can sell anything . . . or anybody. We've proven it locally with a big city mayoralty candidate and nationally with O'Sullivan Heels' "Singing Bootblacks". Yes, basic spot ideas are our forte. Now we have a completely new format flexible enough for any advertiser . . . a new vehicle to hold listeners' interest as easily as calypso music . . . with remembrance value as good as "Chiquita Banana". If you have a spot problem and are looking for a solution with a basic merchandising idea, write us today for an audition!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS
"QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED *FOR SELLING*

1922 ★ 1947
WLW
25th Year
THE NATION'S STATION

To serve properly a large segment of the American radio audience for a quarter-century has been a stimulating, challenging responsibility of The Nation's Station.

SPONSORS

FRANKLIN H. BIVINS, former vice president and general manager of Bristol Laboratories, Syracuse, subsidiary of Bristol-Myers Co., has been appointed special assistant to **PHILIP C. SAYERS,** executive vice president of Bristol-Myers, New York, effective June 1.

R. CRAIG CAMPBELL, formerly on supervisory staff of Boston division of Lever Bros. Co., Cambridge, Mass., has been appointed field supervisor in charge of Breeze sales for the company. Mr. Campbell joined Lever in 1936.

W. ARCHIE SUGG, former merchandising and advertising manager of Franklin Baker Division of General Foods Corp., New York, has been appointed associate advertising manager of Post Cereals Division of the firm, succeeding **E. W. MURTFELDT,** resigned. Mr. Sugg joined General Foods in 1946 after service with Navy. He was previously with sales and advertising promotion department of Procter and Gamble.

Mr. Sugg

J. H. FILBERT Inc., Baltimore, (salad spreads), has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising, effective June 1. Plans for an expanded program will include local radio.

GRIFFIN MFG. Co., Brooklyn, N. Y. (shoe polish), has renewed for 52 weeks "Nelson Churchill Views the News" on WNAC Boston and WEAN Providence, Tues., Thur., Sat. 7:15-7:30 a.m. This marks sixth year that Griffin has sponsored this program. Agency: Bermingham, Castleman & Pierce, New York.

GENERAL FOODS Corp., New York (La France and Satina), May 22 for six weeks series began "Allen Prescott, the Wife Saver" on WNBT New York, NBC television station, 8:30-9 p.m. Agency: Young & Rubicam, New York.

FOURTH STREET AREA MERCHANTS Assn., Cincinnati, May 18 started "The Fourth Street Area Symphonic Program" over WLWA Cincinnati, Sun. 8-9:30 p.m. Contract is for 2½ years and was placed direct.

CAMEO Corp., Chicago (cleanser), has appointed Presba, Fellers & Presba, that city, to handle advertising. Radio being tested in Chicago area, with plans for expansion to additional markets.

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the CBS broadcast of Belmont Stakes from Belmont Park, L. I., N. Y., May 31, 4:30-5 p.m., with Clem McCarthy and Bill Corum giving the descriptions.

C. O. MASON & Co., San Juan, P. R., (distributors of Camel cigarettes in the Island), has appointed McCann-Erickson's Puerto Rico office to handle its advertising. Quarter-hour twice a week radio program will start shortly.

MUELLERS MACARONI PRODUCTS, Jersey City, N. J., May 28 will sponsor half-hour dramatic show on WABD New York, Du Mont television station, adapted, acted and directed by graduates of American Theatre Wing's Professional Training School. Production will be under the guidance and supervision of Harvey Marlowe. Agency: Duane Jones Co., New York.

HALL AND RUCKEL, New York (Bazin Odorless Depilatory), has appointed Redfield-Johnstone Inc., New York, to handle advertising. Radio will be used.

SOUTH BROOKLYN, FLATBUSH and ATLANTIC Savings and Loan Assns., Brooklyn, N. Y., has appointed Albert Woodley Co., New York, to handle $30,000 cooperative advertising campaign. Radio campaign, which began May 19 for 52 weeks, consists of 125 word spot announcements twice daily on WBYN Brooklyn.

MURPHY AUTO SALES, Hollywood (used cars), has appointed Pat Patrick Co., Glendale, Calif., to handle local advertising. Radio is being used.

LYON VAN & STORAGE Co., Los Angeles (moving and storage), has appointed Smalley, Levitt & Smith, Los Angeles agency, to handle regional advertising. Radio will continue to be used.

VOLCAN CAMP STOVES, Los Angeles (mfgrs.), has appointed Davis-Hood & Assoc., Los Angeles, to handle national advertising. Market research is being conducted, with merchandising campaign in planning stage.

PROCTER & GAMBLE, Toronto (Dreft), May 5 started "Grand Soeur" on 3 CBC French network programs, Mon. thru Fri. 2-2:15 p.m. Agency: Dancer-Fitzgerald-Sample (Canada), Toronto.

BOYLE-MIDWAY (CANADA) Ltd., Toronto (Fly-Ded), has started spot announcement campaign on 14 Canadian stations. Agency: W. Earl Bothwell Inc., New York.

B. C. ELECTRIC RAILWAY Co., Vancouver (public utility), is broadcasting games of West Coast Intercity Lacrosse League on Vancouver and New Westminster stations. Agency: O'Brien Gourlay Ltd., Vancouver.

MONTICELLO DRUG Co., Jacksonville, Fla., has appointed Booth, Vickery & Schwinn, New York and Baltimore, for 666 cold preparation tablets, salve, nose drops, malarial treatment. Radio will be used.

ABC CANVASSING RADIO EDITORS ON PUBLICITY

SURVEY to determine the publicity needs of approximately 100 midwest radio editors was launched last week by the publicity department of ABC Central Division. Ell Henry, network publicity chief, is visiting various cities for discussions with editors as part of campaign, which also included use of direct mail.

Personal letters, along with questionnaires, will be mailed requesting opinions and criticisms which ABC will scrutinize closely for adaptation to individual needs in its future news reports.

ABC said it was undertaking the survey because it has been aware that many newspapers are adding or reinstating radio columns, and that some columns recently have changed format, content and style.

Major classifications covered by the survey include: (1) Humor, based on belief that there is a trend among metropolitan dailies toward laugh-getting material in weekend columns; (2) news angles of the "Inquiring Reporter" type, stating opinions of radio personalities on current events; (3) technical features, with behind-the-scene notes on producers, announcers and sound effects men and (4) human interest features, with comments on hobbies, incidents and activities of radio personalities.

Radio editors are asked to state preferred length of copy, as well as offer suggestions for over-all improvement of ABC news reports.

New York City Stations Planning Pool of Talent

A TALENT pool system under which New York stations would informally exchange information about new and promising radio personalities may be developed as a result of a meeting of program and managerial representatives of most of the city's stations.

At the first of what are intended to become a regular series of luncheon meetings, the station executives discussed the possibility of an arrangement under which one station, discovering new talent for which it currently had no use, would advise others of its find, give them a chance to audition the performers.

A steering committee composed of James M. Gaines, manager of WNBC, Ted Cott, program director of WNEW, John S. Hayes, manager of WQXR, and Seymour Siegel, program director of WNYC, was appointed to propose subjects for discussion at future meetings.

NETWORK ACCOUNTS

New Business

LEVER BROS., Pepsodent Div., Chicago (Trim, hair tonic), July 9 starts for 52 weeks mystery program on 15 CBS Pacific stations, Wed., 9-9:30 p.m. (PST). Agency: Foote, Cone & Belding, Chicago.

LUDEN'S Inc., Reading, Pa. (cough drops), June 21 begins sponsorship of "Ned Calmer and the News" on CBS, Sat. and Sun. 8:55-9 p.m., which is being dropped after June 15 broadcast by Parker Pen Co. Agency for Luden's is J. M. Mathes, New York, while J. Walter Thompson Co., New York, handles the Parker Pen account.

CORN PRODUCTS REFINING Co., New York (Mazola salad and cooking oil), May 6 for 13 weeks started one-minute participations in "News Service Programs" on Yankee Network, Mon.-Fri. 1-1:10 p.m., and Sun., Mon., Tues., Sat. 8-8:10 a.m. Agency: C. L. Miller Co., New York.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis, June 2 renews for 52 weeks "Lone Ranger" on ABC Mon., Wed., Fri. 6:30-7 p.m. (CDST). Agency: Dancer-Fitzgerald-Sample, Chicago. Company Sept. 1 also renews for 39 weeks "Jack Armstrong," on ABC, Mon.-Fri. 5:30-5:45 p.m. (CDST). Agency: Knox Reeves, Minneapolis (contract is actually for 52 weeks with 13 week summer hiatus).

LEVER BROS. Co., Cambridge, Mass. (Lux), Aug. 25 for 52 weeks renews "Lux Radio Theatre" on CBS, Mon. 9-10 p.m. Agency: J. Walter Thompson Co., New York.

STUDEBAKER PACIFIC Corp., Los Angeles (Studebaker), June 30 renews for 26 weeks "Bob Garred News" on 14 Columbia Pacific stations, Mon.-Wed.-Fri. 7:30-7:45 a.m. (PST). Agency: Roche, Williams & Cleary, Chicago.

42 PRODUCTS Ltd., Los Angeles (hair tonic, shampoo), June 16 renews "Bob Garred News" on 13 CBS Pacific stations, Tues.-Thurs.-Sat., 5:45-5:55 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

LEVER BROS., Toronto (Rinso), Sept. 30 renews for one year "Amos 'n' Andy" on 27 Trans-Canada network stations Tues. 9-9:30 p.m. Agency: Ruthrauff & Ryan, New York.

Net Changes

PARKER PEN Co., New York, June 11 drops "Information Please" on CBS, Wed. 10:30-11 p.m. Agency: J. Walter Thompson Co., New York.

PETRI WINE Co., Los Angeles, May 26 drops "Gregory Hood," Mon. 8:30-8:45 p.m. on MBS. Agency: Young & Rubicam, New York and Hollywood.

PROGRAMS

SPORTS RESULTS and their meaning in the over-all sports picture are discussed on "Sportraits," new program which started May 21 on WBBM Chicago. Aired Wed., Fri., Sat. 6:30-6:45 p.m. (CDST) show features Sportscaster John Harrington, who each day presents feature story concerning some outstanding sports figure or account of some unusual sports event. Baseball results are given additional interest with Mr. Harrington's "behind-the-rule-book" stories of players and managers. Series is sponsored by Consolidated Cigar Corp., New York (Harvester cigars).

Music Quiz

NEW MUSIC-QUIZ show, titled "Something to Rayve About," has been started on WPEN Philadelphia, Sat. 2:05-2:30 p.m., as audience participation show. Conducted by Ed Hurst, staff record m.c., and sponsored by Rayve Shampoo, show's format is competition between contestants on questions pertaining to band leaders and singers. Finalists are given one minute in which to tell all the facts they can recall from "Rayve Fact Sheets" distributed to studio audience prior to air time. Prizes include combination radio-phonograph sets, albums of records, and tubes of Rayve Shampoo. Agency: Roche, Williams & Cleary, New York.

Song-on-the-Street

NEW twist to man-on-the-street programs is "Quiz-A-Tune" show heard on WLOW Norfolk, Va. Conducted by Dick Gould from a downtown street corner, passersby are first interviewed and then asked to identify "mystery" tunes played from WLOW studios and picked up on portable radio. Merchandise awards are given participants who correctly name tunes.

'Chapter-A-Day'

UNIQUE in literature programs is "Chapter-A-Day," featured on WQQW Washington, every week day from 1:45 to 2 p.m. Each day, Esther Hotton, conductor of the program, reads from a current best seller or a book which she believes will be of interest to her listeners. Number of programs devoted to one book varies from two to three days to two weeks, depending upon how much interest Mrs. Hotton feels her listeners will have in the selection. Before starting each book, Mrs. Hotton gives facts on the author's life and various reviews which have been printed about the book to be read.

News for Children

ANNOUNCEMENTS of children's activities are presented on "Cheyenne Youth Program" over KFBC Cheyenne, Wyo., Mon.-Sat. 8:05-8:15 a.m. Sponsored by local Plains Dairy, program features news of Boy and Girl Scout activities, school functions, and safety announcements of National Safety Council especially prepared for children.

Memorial Day Shows

THREE special nation-wide broadcasts will bring American Legion memorial ceremonies to listeners on Memorial Day, May 30. "Crosses in the Wind," to be heard on NBC 1-1:30 p.m., will present adaptation of book of same name written by Joseph James Shomon. "Memorial Day—1947," to be presented over 11 selected stations, will present messages from Army and Navy Chief of Chaplains and National Chaplain of American Legion, also a special drama. "Decision Now," an American Legion transcribed series featuring Memorial Day stories, is being aired May 25 through 30. All programs are produced by radio branch of American Legion.

'Youth Takes A Stand'

DESIGNED to attack juvenile delinquency in a positive manner, "Youth Takes a Stand" program is being presented on WPTF Raleigh, N. C. Program is in form of forum discussion with participants composed of high school boy and girl, a Boy Scout, a Y-Teen, boy and girl in church work, and farm boy and girl. They discuss youth's place in community, home, school, church and in business. Series has been endorsed by J. Edgar Hoover, director of FBI.

Safety Feature

SAFETY for young and old is subject discussed on "Safety Party" program heard on KVOO Tulsa, Sat. 10-10:30 a.m. Features of show include safety stories, weekly safety commentary for children from 11-year old Milton Eugene Haynes, music by KVOO staff artists, and comedy by Announcer Johnny Ryan.

7,771 Winners

WHEN the WOR New York "Guess Who?" program, sponsored by Sheffield Farms, offered tickets to the broadcast as prizes for listeners who guessed correctly the identity of recorded voice played on show, they did not expect to receive 7,771 correct answers. True to promise, sponsors took over Madison Square Garden for the May 17 broadcast to accomodate the winners. "Mystery voice" on record for contest was Arthur Godfrey.

Vet's Hospital Dedicated

SERIES of broadcasts from midwest veterans' hospitals, observing National Hospital Day May 12, was highlighted by special dedication May 11 of Tomah, Wis., Veterans Hospital, one of first to be opened since end of the war. A broadcast was carried over nine stations of the Wisconsin Network and two additional Wisconsin stations, WEMP Milwaukee and WKBH La Crosse.

Illegal Medicine

BASED on authentic reports,, and as a public service, CBS on Pacific Coast stations has started new weekly documentary series on illegal medicine, titled "Menace in White." Series is written and produced by Stuart Movins, assistant director of network's western division department of public affairs, who posed as a patient in tracking down several of the charlatans.

Civic Report

REPORTS to the people on city government affairs are being presented on new program, "City Hall," which started May 16 on WORD Spartanburg, S. C. Aired Fri. 8-8:30 p.m., program features Mayor Leon Moore who discusses matters of interest relating to city governments, acquaints public with problems of city officials and offers solutions to problems. Other city officials are scheduled to appear with Mayor Moore during the series.

Orchid to Radio

"MORE PEOPLE cited radio as their reason for volunteering their service (to the Red Cross) than any other mediums we used," Robert W. Galligan, public information director of the Boston Metropolitan Chapter, American Red Cross, wrote James T. Mahoney, program director of WLAW Lawrence, following completion of the chapter's recent hospital recruitment and reenlistment activity. Mr. Galligan expressed the thanks of Red Cross for radio's aid.

MBS' 'Opinion-Aire' Due To Resume on May 21

MBS's *Opinion - Aire* program, which had its first and only airing on Apr. 9, 8:30-9 p. m., and was halted after that date because of the nationwide telephone strike, returns May 21 at a new time, 10-10:30 p. m. Sen. Joseph H. Ball (R-Minn.) and Robert Watts, legislative representative and a vice president of the AFL, will be heard in the first program of the new series. KQV Pittsburgh began poll last fall, [BROADCASTING, Nov. 18, 1946].

The two main guests appear either as prosecution or defense witnesses on the question, with a 12-man jury selected from the studio audience and given an immediate reaction test. The network stations, in what are described as "voting cities," make a direct request to the listening audience for telephoned opinions on the question. These votes are tabulated in Pittsburgh and in the final moments of the broadcast a trend analysis on the question is aired as part of *Opinion-Aire*.

Catholic Dignitary Lauds Radio for Its Integrity

RADIO WAS PRAISED for its decency and integrity by the Very Rev. John J. McMahon, director of broadcasting for the Roman Catholic diocese of Buffalo, in a talk over WBNY Buffalo on "The Church in the News," Roy L. Albertson, owner and general manager of the station, reports.

Monsignor McMahon said radio is free of smut and vulgarity, much more so than its critics are willing to concede. He added that "it has, for the most part, lived up to its responsibility. If it had not, it would have long since been rejected as a trusted friend in the family circle."

Labor Discs Available

RECORDS of the programs broadcast by the Entertainment Unions Committee in cooperation with the AFL in the campaign against the Hartley-Taft labor bills are now being made available to labor unions all over the country. The broadcasts are heard live and transcribed, Thursdays, 9:30 p. m. on ABC. Permission to use the records at private meetings or over independent stations, other than those of the ABC network, must be applied for in writing to the publicity department AFL, in Washington, D. C.

Transcription Agency

HARRY JACOBS, owner of Harry Jacobs Productions, Hollywood, and Bernard Tabakin, head of Paragon Productions, New York, have formed a national transcription sales organization under name of Criterion Productions. Offices will be at 6000 Sunset Blvd., Hollywood, and 131 W. 52nd St., New York.

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KOMA
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No "Spotted Coverage" when you use spots on these Sooner Twin stations
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The value of all manufactured products in Mississippi increased 110.4% from 1940 to 1945—as compared to a national increase of 96.8%.
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Featuring FM quality, low noise level, and compact construction, the Langevin 111 series, dual pre-amplifier consists of two individual, two stage amplifiers on the same chassis. With a fixed gain of 47 db, this amplifier has an output level of +16 DBM. The output noise is equivalent to an input signal of —124 DBM over a band width of 20,000 cycles. This amplifier is available with input impedance 30,250, or 600 Ohms; output impedance 600 Ohms. Later models provide 150 and 600 Ohms in both input and output coils.
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ACTIONS OF THE FCC

MAY 16 TO MAY 22

CP-construction permit	**ant.-antenna**	**cond.-condition(s)**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

May 16 Decisions . . .

BY THE COMMISSION

Clear Channel Bcstg. Service—Granted in part petition for continuance of hearing now set June 2 or clear channel broadcasting in standard band to not earlier than Oct. 15; ordered that hearing be continued to July 7.

BY COMMISSIONER HYDE

Alvin E. O'Konski, Merrill, Wis.—Denied petition requesting Commission to set early hearing date in consolidated proceeding in re application. Granted petition which requests leave to amend application to show exact transmitter and studio sites.

Western Okla. Bcstg. Co., Clinton, Okla.—Granted petition for leave to amend application to specify 1320 kc 1 kw D instead of 670 kc 250 w D. Amendment accepted and application as amended removed from hearing docket.

KSKY Dallas, Tex.—Commission, on its own motion, removed from hearing docket application.

James E. Latimer & William A. Pritchett, Lake City, S. C.—Granted petition to dismiss without prejudice application.

WKST New Castle, Pa.—Commission, on its own motion, removed from hearing docket application.

Voice of Wyoming Inc., Laramie, Wyo.—Granted petition to dismiss without prejudice application.

Snowy Range Bcstg. Co., Laramie, Wyo.—Commission, on its own motion, removed from hearing docket application.

Kirksville Bcstg. Co., Kirksville, Mo.—Granted petition to dismiss without prejudice application.

Rock Creek Bcstg. Corp., Washington, D. C.—Dismissed petition for enlargement of issues in re consolidated proceeding on its application and that of Lamar A. Newcomb.

Weber County Service Co., Ogden, Utah—Granted petition for leave to amend application to make minor engineering changes.

WKRC Cincinnati—Granted petition for extension of time within which to file exceptions to proposed decision in Dockets 7401 and 6807, the time extended to and including June 18.

Kingston Bcstg. Corp., Kingston, N. Y.—Dismissed petition requesting extension of time within which to file motion for reconsideration of Commission's action of Feb. 14, making conditional partial grant of FM application.

Hirsch Battery and Radio Co., Cape Girardeau, Mo.—Dismissed petition requesting reconsideration and grant without hearing of application.

WDSU New Orleans—Granted petition for leave to intervene in consolidated hearing upon application of WJOI and WGBF.

KAKC Tulsa, Okla.—Granted petition for leave to amend application to show correct figures on location of trans. site etc.

Lincoln Bcstg. Corp., Lincoln, Neb.—Dismissed petition requesting that its application be designated for hearing in consolidation with application of KANS.

KVOO Tulsa, Okla.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application of Davenport Bcstg. Co, Inc.

WWVA Wheeling, W. Va.—Same.

WERC Erie, Pa.—Granted petition in part for continuance of hearing presently scheduled May 28 on its application and that of WLEU; hearing was continued to June 25.

Community Bcstg. Co., Fort Worth, Tex.—Granted request for continuance of hearing on application presently scheduled May 22 and continued same to July 21.

BY THE SECRETARY

WCVS Springfield, Ill.—Granted license covering use of old main trans. for aux. purposes only, with 250 w.

WPEN-TV Philadelphia—Granted mod. CP to extend completion date to 11-30-47.

KSFA Nacogdoches, Tex.—Granted mod. CP to change name of permittee to Wilbur C. Fouts tr/as Nacogdoches Bcstg. Co.

WFOR Hattiesburg, Miss.—Granted mod. CP for extension of completion date to 8-2-47.

WTVN Johnson City, Tenn.—Granted mod. CP for extension of commencement and completion dates to 8-4-47 and 2-4-48, respectively.

WETB Johnson City, Tenn.—Granted mod. CP for approval of ant., of trans. location and studio location.

WBT Charlotte, N. C.—Granted mod. CP for extension of completion date to 10-3-47.

WNBY New York—Granted mod. CP for extension of completion date to 12-1-47.

WTCN-TV Minneapolis—Granted mod. CP for extension of commencement date to 6-3-47 and completion date to 12-31-47.

WRTV New Orleans—Granted mod. CP for extension of completion date to 3-16-48.

WGLN Glens Falls, N. Y.—Granted license for new station 1230 kc 100 w unl.

WCMN Arecibo, P. R.—Granted mod. CP to change type trans.

WCFL Chicago—Granted CP to install new aux. trans. on 1000 kc 1 kw DA, for aux. purposes only.

WTPS-FM New Orleans—Granted mod. CP to change studio location and type trans.

WNXC Lima, Ohio—Granted mod. CP to change type trans.

WBCC Bethesda, Md.—Granted license for new station 1120 kc 250 w D.

WCBC Anderson, Ind.—Granted license for new station 1470 kc 1 kw D and change studio location.

KXRJ Russellville, Ark.—Granted license for new station 1490 kc 250 w unl.

KENO Las Vegas, Nev.—Granted license to cover CP which authorized installation of new vertical ant.

WBEO Pittsfield, Mass.—Granted license for new station 1490 kc 100 w unl.

WLAQ Rome, Ga.—Granted license for new station 670 kc 1 kw D and to specify studio site.

KOSF Nacogdoches, Tex.—Granted license for new station 1250 kc 250 w unl. and for change of studio site.

KWIN Ashland, Ore.—Granted license covering installation of new trans.

WJHP Jacksonville, Fla.—Granted license for increase in power to 5 kw, install new trans. and DA-N, and change trans. location.

WIBW Topeka, Kan.—Granted license covering CP to mount FM ant. on top of No. 1 element of DA, cond.

WAUX Waukesha, Wis.—Granted license for new station 1510 kc 250 w D.

KCFM Kansas City, Mo.—Granted mod. CP to extend completion date to 8-18-47.

WJTN-FM Jamestown, N. Y.—Same except to 8-16-47.

WHP-FM Harrisburg, Pa.—Same except to 8-26-47.

WAGE-FM Syracuse, N. Y.—Granted mod. CP for extension of commencement date to 5-18-47 and completion date to 11-18-47.

WPAM-FM Pottsville, Pa.—Granted mod. CP to extend completion date to 8-25-47.

WPWA Chester, Pa.—Granted mod. CP for approval of ant. to change type trans. and for approval of trans. and studio locations.

WHEC Rochester, N. Y.—Granted license to use old main trans. as aux. with power of 500 w-N 1 kw-LS.

WFHR-FM Wisconsin Rapids, Wis.—Granted mod. CP for extension of commencement and completion dates of new FM station to 5-25-57 and 9-25-47, respectively.

WOL-FM Washington, D. C.—Granted mod. CP for extension of completion date to 8-26-47.

KWEM W. Memphis, Ark.—Granted license for new station 990 kc 1 kw D.

KMOX St. Louis—Granted license covering installation of new trans. and ant. and change trans. location.

KMVI Wailuku, T. H.—Granted license for new station 550 kc 1 kw unl.

KOLE Port Arthur, Tex.—Granted license for new station 1340 kc 250 w unl.

WESC Greenville, S. C.—Granted license for new station 660 kc 5 kw D.

WPAG Ann Arbor, Mich.—Granted license for increase in power to 1 kw and install new trans.

KDNT Denton, Tex.—Granted license covering changes in ant. and to mount FM ant. on top of AM tower.

KRUX Glendale, Ariz.—Granted license for new station 1340 kc 250 w unl. and to specify studio location.

WBRY Waterbury, Conn.—Granted license to use old main trans. for aux. purposes with power of 1 kw DA.

WLDS Jacksonville, Ill.—Granted license for increase in power to 1 kw and install new trans.

WHRV Ann Arbor, Mich.—Granted mod. CP to specify studio location.

WOKZ Alton, Ill.—Granted mod. CP for approval of ant., of trans. location and to specify studio location.

KFOW Powell, Wyo.—Granted mod. CP for extension of completion date to 9-20-47.

KGKL San Angelo, Tex.—Granted mod. CP for extension of commencement and completion dates to 2-6-47 and 8-6-47, respectively.

WMPS Memphis, Tenn.—Granted mod. CP for extension of completion date to 8-20-47.

WDEC Americus, Ga.—Granted mod. CP for approval of ant., of trans. location and specify studio location.

WMSA Massena, N. Y.—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

KSBW Salinas, Calif.—Granted mod. CP for approval of DA and to change trans. location.

KLIK San Diego, Calif.—Granted mod. CP to change trans. location and to specify studio site.

KERA Dallas, Tex.—Granted mod. CP for extension of completion date to 10-10-47.

WKRS Waukegan, Ill.—Same to 8-13-47.

WABX Harrisburg, Pa.—Same to 8-30-47.

WSMB-FM New Orleans—Same to 7-28-47.

WHLD-FM Niagara Falls, N. Y.—Same to 12-1-47.

WCVS-FM Springfield, Ill.—Granted mod. CP for extension of commencement and completion dates to 4-28-47 and 10-28-47, respectively.

WKNB-FM New Britain, Conn.—Granted mod. CP for extension of completion date to 7-23-47.

WKPB Knoxville, Tenn.—Granted mod. CP to change commencement and completion dates to 5-26-47 and 11-26-47.

WSAV-FM Savannah, Ga.—Granted mod. CP for extension of commencement and completion dates to 4-21-47 and 10-21-47, respectively.

(*Continued on page 66*)

ABOUT TRANSMITTER DELIVERIES—

During the past several months, through planned purchasing of raw materials and the addition of several new production lines, Gates has striven towards fast delivery of complete 250 watt and 1000 watt transmitters.

We are pleased to advise both established broadcasters needing replacement transmitters and new broadcasters that deliveries on Gates transmitters can be arranged to suit your conveniences whether it be immediate or to coincide with your building program.

GATES RADIO COMPANY
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RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(Continued from page 64)

Decisions Cont.:

WJLK Asbury Park, N. J.—Granted mod. CP for extension of completion date to 9-26-47.

WMIX-FM Mt. Vernon, Ill.—Granted mod. CP for extension of completion date to 8-18-47.

May 16 Applications . . .

ACCEPTED FOR FILING

AM—1520 kc

Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard station 900 kc 250 w unl. AMENDED to change frequency from 900 kc to 1250 kc AMENDED to change frequency from 1250 to 1520 kc, change hours from unl. to D and change trans. location.

AM—750 kc

Montebello Bcstg. Co., Montebello, Calif.—CP new standard station 750 kc 250 w D.

Modification of CP

KFXM San Bernardino, Calif.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-DN and change in trans. location, for extension of completion date.

AM—1010 kc

Radio Twins Bcstg. Co., Salinas, Calif.—CP new standard station 1010 kc 250 w-D.

AM—1350 kc

Norwalk Bcstg. Co., Norwalk, Conn.—CP new standard station 1350 kc 500 w D.

AM—820 kc

Christian Catholic Church, Chicago—CP new standard station 820 kc 5 kw specified hours (limited time, 11 a.m. to 1 p.m. and 2 p.m. to 5 p.m.). (Contingent upon WAIT being granted change in hours.)

Modification of License

WAIT Chicago—Mod. license to change hours from limited time L-SS Dallas (CST) to limited time L-SS Dallas, (CST) except for hours between 11 a.m. to 1 p.m. and 2 p.m. to 5 p.m. Sunday.

AM—1360 kc

Hawkeye Bcstg. Co., Fort Madison, Iowa—CP new standard station 1360 kc 250 w D.

AM—1230 kc

James R. Williams, Salina, Kan.—CP new standard station 1230 kc 100 w unl.

AM—600 kc

WCAO Baltimore—CP make changes in DA, install new north tower and mount FM ant. on top.

Modification of CP

Ashbacker Radio Corp., area of Muskegon, Mich.—Mod. CP which authorized new remote pickup station WOGR, for extension of completion date.

AM—1490 kc

N.-K. Bcstg. Co., Muskegon, Mich.—CP new standard station 1490 kc 250 w unl.

AM—1340 kc

Kosciusko Bcstg. Co., Kosciusko, Miss.—CP new standard station 1340 kc 250 w unl.

FM—Unassigned

Empire Newspapers-Radio Inc., Endicott, N. Y.—CP new (Class A) FM station on frequency to be assigned by FCC and ERP of 825 w.

AM—940 kc

William J. Brennan, Winston-Salem, N. C.—CP new standard station 940 kc 5 kw D.

Modification of CP

WCAC Anderson, S. C.—Mod. CP which authorized, new FM station for extension of commencement and completion dates.

AM—1400 kc

Oral J. Wilkinson, Murray, Utah—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 to 1230 kc.

AM—1490 kc

Waynesboro Bcstg. Corp., Waynesboro, Va.—CP new standard station 1490 kc 250 w unl.

AM—1230 kc

Clarence J. McCredie & Bernice M. McCredie, Wenatchee, Wash.—CP new standard station 1230 kc 250 w unl.

FM—Unassigned

Alvin E. O'Konski, Merrill, Wis.—CP new (Class A) FM station on frequency to be assigned by FCC and ERP of 337 w.

License Renewal

The Yankee Network Inc., Boston—License renewal remote pickup station WEOD.

WGTR Boston—License renewal FM station.

WMNE Boston—Same.

WSBF South Bend, Ind.—Same.

TENDERED FOR FILING

Surety Bcstg. Co., Charlotte, N. C.—CP new standard station 930 kc 1 kw-N 5 kw-D unl. DA-N.

May 19 Applications . . .

ACCEPTED FOR FILING

FM—Unassigned

Don Lee Bcstg. Co., Berkeley, Calif.—CP new high frequency station on 43,500 kc. AMENDED to change frequency from 43,500 kc to "to be assigned by FCC," type trans., specify ERP 333 kw; and make changes in ant. system.

Modification of CP

KOMB Los Angeles—Mod. CP which authorized new FM station, to change frequency to channel 250, 97.9 mc, trans. site, type trans., ERP to 10.4 kw; ant. height above average terrain to 2748.7 ft. and make changes in ant. system.

WTIC Hartford, Conn.—Mod. CP which authorized installation of new trans., for extension of completion date.

License for CP

KULA Honolulu, T. H.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJBK-FM Detroit—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

The Ludington Bcstg. Co., area of Ludington, Mich.—Mod. CP which authorized new remote pickup station WIHU, for extension of commencement and completion dates.

AM—1490 kc

WINR Binghamton, N. Y.—CP make changes in trans. equipment.

Modification of CP

WHCC Waynesville, N. C.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to change studio location.

WCOL Columbus, Ohio—Mod. CP which authorized installation of FM ant. on AM tower, for extension of commencement and completion dates.

WCOL-FM Columbus, Ohio—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

Licenses for Aux., CP

WWON Woonsocket, R. I.—License to use old main trans. (composite) for aux. purposes with power of 250 w. Also license to cover CP which authorized installation of new trans.

Wrong Number

PROF. RAYMOND M. BELL of Washington and Jefferson College was tuning the shortwave band of his radio one morning recently when the phone rang and a young lady's voice said sweetly, "This is a radio survey. Is your receiver on?" "Yes," replied Professor Bell. "To what station are you listening?" the voice asked expectantly. "VLC7 Melbourne, Australia," said the professor. "The girl seemed nonplussed and hung up," he reports.

KCBD Lubbock, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

APPLICATION RETURNED

AM—670 kc

Shebelut Chevrolet Co., Madera, Calif.—CP new standard station 670 kc 250 w unl. RETURNED May 15. Conflict with 3.25 (a).

APPLICATION DISMISSED

Joseph M. Viana, Woonsocket, R. I.—CP new FM station (community) on frequency to be determined by chief engineer of FCC. DISMISSED May 15, 1947 per request of applicant, letter dated April 28.

TENDERED FOR FILING

AM—1240 kc

Home Appliance Store, Susanville, Calif.—CP new standard station 1240 kc 250 w unl.

AM—1250 kc

Englewood Bcstg. Co., Englewood, Col.—CP new standard station 1250 kc 1 kw D.

(Continued on page 68)

a talk with top management about media schedules

Would you like copies of these 23 interviews with national advertisers?

When Col. E. W. Davidson, our Director of Customer Relations, interviews top management executives on their sales problems, he occasionally asks: *"Who makes your advertising decisions?"*

The discussions that follow invariably bring out information of interest and value to the media seller. Noting this, we have kept excerpts from Col. Davidson's last 23 interviews and now have these available in one package. You can obtain a set by writing our nearest office and asking for *"23 Top Management Answers."*

The 23 national advertisers represented include nine in the million-dollar-a-year class. Among the men interviewed are three chairmen, nine presidents and six vice-presidents.

These company heads tell a revealing story on both the *how* and the *who* of media decisions of their organizations. Their authoritative statements again confirm that sales executives are key men in the media selection picture . . . men who should always be a primary target for effective media promotion.

AND REMEMBER: Your *one sure path* to these sales officials of national advertisers is SALES MANAGEMENT—the nation's only sales magazine.

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Director of SALES
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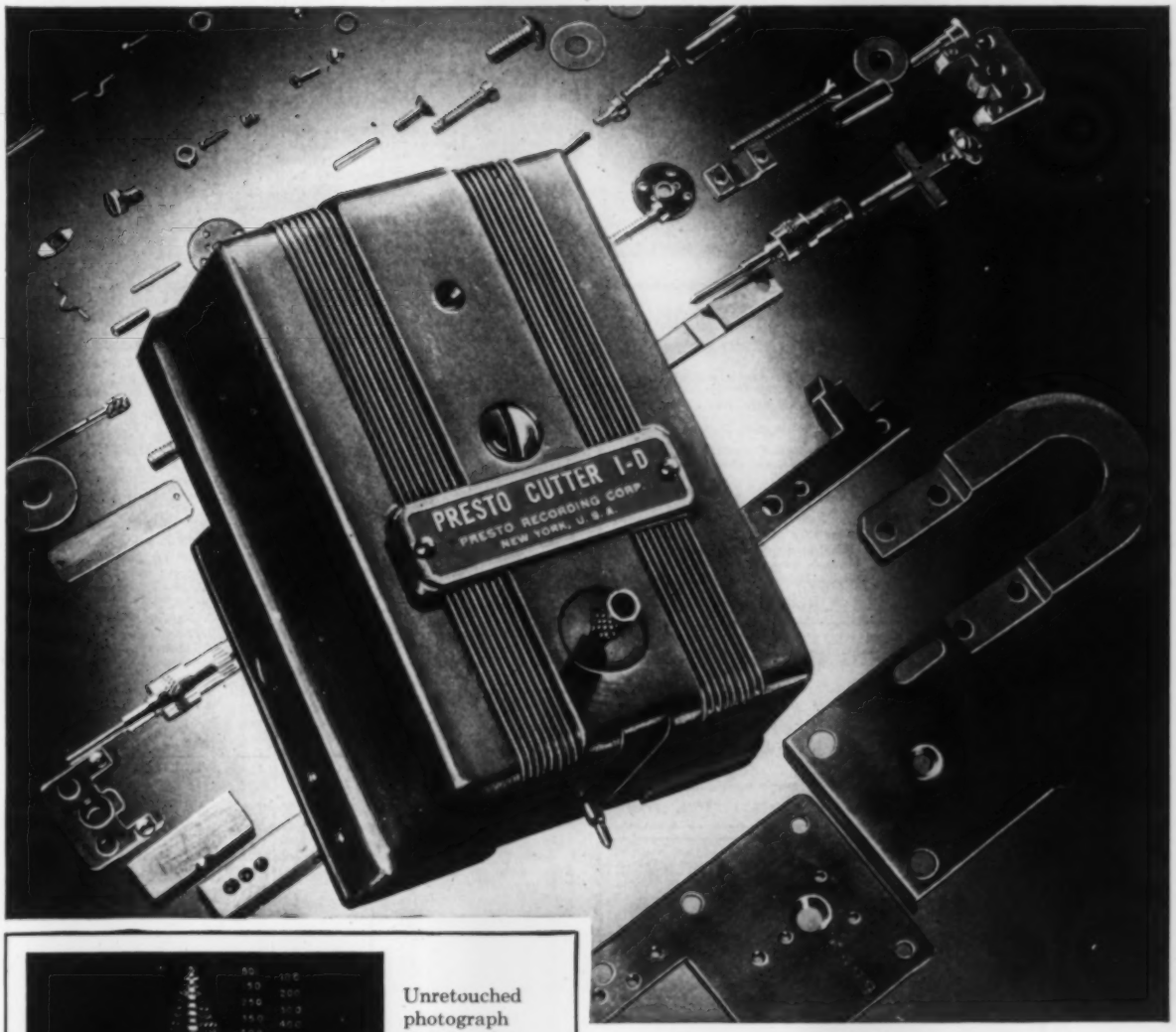
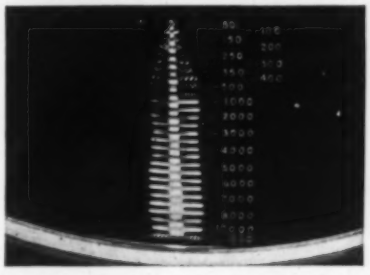
NOW! a new standard of performance in cutting heads

THE PRESTO 1-D

▶ The new Presto 1-D Cutting Head offers: *wide range, low distortion, high sensitivity* and *stability through a temperature range of 60°-95° F.* The Presto 1-D Cutting Head is a precision instrument made entirely of precisely machined parts, expertly assembled and carefully calibrated. These factors, plus its sound basic engineering design, produce a cutter unequaled in performance by any other mechanically damped magnetic device.

▶ Note from the light pattern below: The correct location of the cross-over point at 500 cycles, the 6 db per octave slope below this point, and flat response above 500 cycles, which is free from resonant peaks. The range of the cutter is 50-10,000 cycles. The Presto 1-D is damped with "Prestoflex" which is impervious to temperature changes between 60 and 95 degrees Fahrenheit.





Unretouched photograph showing the light pattern. Notice correct location of the cross-over point at 500 cycles.

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Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

FCC Actions

(Continued from page 66)

Applications Cont.:

Transfer of Control

Boulder City Bcstg Co., Boulder City, Nev.—Consent to transfer of control of KENE Boulder City (1450 kc), CP of KELN Ely, Nev. (1230 kc), relay station KBNH Boulder City and pending application (920 kc) for Las Vegas, Nev., from J. C. Manix, Don Ashbaugh, C. C. Applegate, P. S. Webb and C. A. Savage to Edward J. Jansen, Melvin O. Larson and Truman B. Hinkle.

May 20 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1540 kc

Adopted order granting petitions of Patroon Bcstg. Co., Texhoma Bcstg. Co. and East-West Bcstg. Co. requesting that their respective applications be severed from consolidated proceeding, removed from hearing docket and granted; said applications granted, subject to approval of trans. and ant. sites by CAA, as follows:

Patroon Bcstg. Co. Inc., Albany, N. Y.—1540 kc 10 kw unl.

Texhoma Bcstg. Co., Durant, Okla.—1540 kc 250 w unl.

East-West Bcstg. Co., Fort Worth, Tex.—1540 kc 5 kw-D 1 kw-N unl.

Further ordered in this proceeding that petition filed by Josh Higgins Bcstg. Co., licensee KXEL Waterloo, Iowa, insofar as it may affect Patroon Bcstg. Co., Texhoma Bcstg. Co. and East-West Bcstg. Co., be dismissed.

BY COMMISSION EN BANC

AM—1460 kc

WOKO Albany, N. Y.—Dismissed application for CP to increase power from 500 w-N 1 kw-LS to 5 kw unl. DA-N.

BY THE SECRETARY

WSPA Spartanburg, S. C.—Granted mod. CP to extend completion date to 12-2-47.

WWHG—Hornell, N. Y.—Same to 7-17-47.

WRCM New Orleans—Same to 10-2-47.

WRGA-FM Rome, Ga.—Same to 8-10-47.

WCOD Richmond, Va.—Same to 10-23-47.

WAGE Inc. Area of Syracuse, N. Y.—Granted license for remote pickup station WEWT.

General Electric Co., Onendage County, N. Y.—Granted CP for new developmental station.

Emporia Bcstg. Co. Inc. Portable, Area of Emporia, Kan.—Granted CP for new remote pickup station.

Columbia Bcstg. System Inc., Portable mobile—Granted request for deletion of remote pickup station KEGJ.

WMC Memphis, Tenn.—Granted CP to make changes in DA and mount FM ant. on top of AM tower.

WSOY Decatur, Ill.—Granted mod. CP to extend completion date to 9-7-47.

WWHB Indianapolis—Granted mod. CP for extension of completion date to 12-10-47.

WSTV Steubenville, Ohio—Granted mod. CP to make changes in vertical ant. and extend completion date to 10-5-47.

WROM Rome, Ga.—Granted license for new station 710 kc 1 kw D; cond.

WCPS Tarboro, N. C.—Granted license for new station 760 kc 1 kw D; and for change of studio location; cond.

WMOI Monroe, N. C.—Granted mod. CP for approval of ant. to change type trans. and for approval of trans. and studio locations.

WSGC Elberton, Ga.—Granted CP install new trans.

WSOY-FM Decatur, Ill.—Granted mod. CP for extension of completion date to 9-7-47.

WFBG-FM Altoona, Pa.—Same to 8-1-47.

WMFM No. Adams, Mass.—Same to 8-13-47.

KENO-FM Las Vegas, Nev.—Same to 8-6-47.

KRCC Richmond, Calif.—Same 7-31-47.

KIMV Hutchinson, Kan.—Same to 7-27-47.

KTRN Wichita Falls, Tex.—Same to 9-10-47.

WHVA Poughkeepsie, N. Y.—Same to 9-7-47.

WSBA-FM Nr. York, Pa.—Same to 8-5-47.

WBGO Newark, N. J.—Granted CP for extension of completion date of noncommercial educational station to 6-10-47.

KOKU Norman, Okla.—Same to 8-10-47.

W8XUM Columbus, Ohio—Granted CP to change trans. site and to change ant. system.

Scripps-Howard Radio Inc. Portable-Mobile, Area of Cleveland—Granted CP new exp. TV relay station.

Sherran Metallic Corp., Brooklyn, N. Y.—Granted license for new exp. television station W2XDK.

National Bcstg. Co. Inc., Portable-Mobile, Area of New York—Granted license for exp. TV relay station.

WJMR New Orleans—Granted license for new station 990 kc 250 w D.

WFUN Huntsville, Ala.—Granted license for new station 1450 kc 250 w unl. cond.

KQV Pittsburgh—Granted mod. CP for extension of completion date to 8-6-47.

WJLS Beckley, W. Va.—Same to 8-4-47.

WSFA Montgomery, Ala.—Same to 6-15-47.

WPDQ-FM Jacksonville, Fla.—Granted mod. CP for extension of completion date of FM station to 6-15-47.

WESX-FM Salem, Mass.—Same to 8-18-47.

WEIM-FM Fitchburg, Mass.—Same to 10-23-47.

James A. Murray, Mobile, area of Hutchinson, Kan.—Granted license for new remote pickup station KPRI.

WENE Endicott, N. Y.—Granted mod. of CP for approval of ant., to mount FM ant. on top of AM tower, for approval of trans. location at Vastal Twp. and change studio location.

WAGM Presque Isle, Me.—Granted license in power to 250 w, hours to unl., install new trans. and change trans. location, and change of studio location; cond.

WFTW Fort Wayne, Ind.—Granted mod. CP for approval of ant., change type trans. and for approval of trans. location.

WLOS Asheville, N. C.—Granted mod. CP to mount FM ant. on top of AM tower and specify studio location.

WWPB Miami, Fla.—Granted mod. CP for approval of ant. and approval of trans. and studio locations.

WFNS Burlington, N. C.—Granted CP install new trans.

KCOH Houston, Tex.—Granted mod. CP for approval of ant., of trans. location and to mount FM ant. on top of AM tower.

WHLW Rutland, Vt.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. and studio locations.

WPGH Pittsburgh—Granted mod. CP for approval of ant., to change type trans., and for approval of trans. location.

WNMP Evanston, Ill.—Granted mod. CP for approval of ant., to change type trans. for approval of trans. and studio locations; cond.

WGUY Bangor, Me.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. and studio locations.

WCOC Meridian, Miss.—Granted mod. CP for extension of completion date to 5-26-47.

WNYC New York—Granted request to cancel license for aux. trans. expiring Nov. 1, 1949.

Federal Telecommunications Labs. Inc., New York—Granted CP new stl. station.

KWIS San Francisco—Granted mod. CP for extension of completion date to 12-17-47.

KENI Anchorage, Alaska—Granted mod. CP to change trans. location and extend commencement and completion dates to 5-30-47 and 11-30-47, respectively.

WCJU Columbia, Miss.—Granted CP make changes in trans. eqpt.

WBTM Danville, Va.—Granted mod. CP to change trans. location, and for extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

WPLH Huntington, W. Va.—Granted CP install new trans.

WTOK Meridian, Miss.—Granted license for new station 1450 kc 250 w unl.; cond.; and for change of studio location.

WPAG Ann Arbor, Mich.—Granted license to cover installation of FM ant. on top of present AM vertical radiator.

WNOK Columbia, S. C.—Granted license for new station 1230 kc 250 w unl.; cond.

WJMO Cleveland—Granted mod. CP to change type trans., make changes in vertical ant., and change trans. and studio locations.

KTIP J. F. Tighe, Porterville, Cal.—Granted license for new station 1450 kc 250 w unl.; cond.

WKYW Radio Ky. Inc., Louisville, Ky.—Granted license for new station 900 kc 1 kw D.

BY COMMISSIONER HYDE

The Walmac Co., San Antonio, Tex.—Granted petition requesting continuance of further hearing in re Dockets 7983 and 7986, presently scheduled May 20, and continued same to June 3.

Pacific Foundation, Richmond, Calif.—Denied petition for leave to amend its application to show revised balance sheet of corporation, and requesting reopening of the record for purpose only of receiving amendment into record without further hearing.

May 20 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Frank Andrews, Modesto, Calif.—CP new standard station 1490 kc 250 w D.

Modification of CP

WAZV Brockton, Mass.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WJR-FM Detroit, Mich.—Mod. CP as mod., which authorized new FM station for extension of completion date.

KMBC-FM Kansas City—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

TV—Relay

Federal Telecommunication Labs. Inc. area of New York—CP new exp. TV relay station on 1295-1375 w, emission A5 and hours unl., in accordance with Sec. 4.131(b) and 4.163.

Remote Pickup

WAGE Inc., area of Syracuse, N. Y.—CP new remote pickup station 1622, 2058, 2150 and 2790 kc, 80 w, emission A3 and hours in accordance with Sec. 4.403.

Modification of CP

WBBB-FM Burlington, N. C.—Mod. CP which authorized new FM station for extension of completion date.

License for CP

WATG Ashland, Ohio—License to cover CP as mod. which authorized new FM station.

(Continued on page 73)

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RITA MEEHAN, of the auditing department of KGO San Francisco, has transferred to station's promotion department, replacing **EVELYN CLARK**, who resigned to join Garfield & Guild Adv., that city.

ARTHUR J. PASSAGLIA, formerly with Daprato Studios and Deluxe Productions, Chicago, has joined promotion and advertising department of ABC Central Division as an artist.

OTTO BRANDT, member of ABC's station relations department, is the father of a girl, Christina Lee.

LEE FONDREN, promotion manager of KLZ Denver, has been named photographer for Ad Club of Denver.

NAOMI GRAVESTOCK, assistant promotion manager of KOA Denver, and Capt. Robert H. Daley, USMC, were married May 24.

JIMMY MOORE, member of promotion department of WFBL Syracuse, N. Y., is the father of a girl.

PROMOTION

Tie-in Promotion

URGING grocers to build product displays to tie in with radio broadcasts, large promotional sheet has been sent to all grocers in Greater Boston area by Oakite Products Inc., New York (cleanser). Headed "Oakite is On the Air," sheet gives information on sponsor's programs on WNAC Boston, Mon., Tues., Thur. 8:35-8:55 a.m., featuring Louis Morgan, and Wed., Fri. 12-12:15 p.m., featuring "The Rhythm Caravan." Sheet gives suggestions for displays that will remind customers to buy "Oakite" and to listen to WNAC programs.

All-Day Outing

ALL-DAY OUTING at local amusement park was sponsored by WPEN Philadelphia, May 17 for teenage listeners in connection with "950 Club," daily record show on WPEN. Membership cards, wallet size in two colors featuring phonograph record labels, were distributed to listeners, admitting holder to park's amusements at half price. Posters announcing the outing were circulated to schools and posted in downtown areas. Special lines were set up at park to carry WPEN's Saturday afternoon audience participation shows direct from scene, with added prizes of radios and record albums.

Smoke Signals

CIGARETTE lighters engraved with station's call letters are being distributed to advertising agency executives by CJBC Toronto. Station also is sending out bookmatches which display "CJBC" on cover.

Parking Lot Promotion

TO PROMOTE the State Armory parking lot in Hartford, Conn., WDRC that city is conducting contests on its "Shopping by Radio," "Market Basket" and "Music Off the Record" programs. Listeners are asked to write in 25 words or less why the parking lot is needed. Merchandise prizes will be awarded to winners. Station also is giving away Armory parking tickets to participants on shows. WDRC promotion is printed on back of each ticket.

'Texas City Diary'

EXCERPTS from news broadcasts on KPRC Houston during coverage of recent Texas City explosion disaster have been compiled into 40-page booklet titled "Texas City Diary" and is being distributed by station. Diary presents verbatim excerpts from KPRC broadcasts for period from April 16 through April 18. Last five pages of booklet are devoted to commendations of persons responsible for KPRC coverage. Cover of booklet presents map of Texas City area and location of KPRC.

'Tonight at 850'

FULL-PAGE article on radio news appearing in May issue of Rocky Mountain Life magazine is latest promotion of KOA Denver. Article titled "Tonight at 850" is run as commercial ad and is first in series to be issued monthly. Blurb of article reads: "Jottings on radio in general and KOA in particular . . . this being an advertisement of sorts." Article gives latest news of interest to KOA listeners, and is written by Randy Smith, KOA advertising and promotion manager.

Accent on 'Hoopers'

EMPHASIZING sales effectiveness of WCAE Pittsburgh, promotion sheet, showing comparison of Hooperatings earned by WCAE with national average on network programs, has been prepared by that station. Headed, "More Listeners—More Sales over WCAE," sheet states that the fall-winter Hooper Report indicates that WCAE rated higher than national average on all its network programs. As "further proof" sheet presents chart of comparative Hooperatings of 22 network shows.

Cook Book

COOK BOOK titled "My Favorite Foods" is being distributed by WLOW Norfolk, Va. Book was compiled from recipes sent in by listeners to Bob Drepperd's "Cooking Quiz" program heard on WLOW. Book is divided into sections, with each section fronted by a cartoon which characterizes foods described.

Sports Promotion

STRESSING station's sports predominance, new billboards featuring sports theme are being used by KALL Salt Lake City. Billboards show five balls—golf-ball, football, tennis ball, basketball and baseball—with copy accenting sports events covered by KALL.

Video Exhibits

TELEVISION demonstrations are being staged by WTMJ-TV Milwaukee, at local department stores and special events. Station has televised fashion and cooking shows at the stores, with set-up enabling audience to watch actual event and also the television screen. Between shows, cameras scan the crowds so that spectators can see themselves on the video receivers.

FM Data

QUESTIONS and answers regarding FM broadcasting have been compiled in booklet being distributed by WATG Ashland, Ohio. Titled "FM Means Far More Listening Pleasure for You," booklet presents detailed information on FM broadcasting in general, and WATG broadcasting specifically, in a simplified easy to understand form.

Music Awards

MUSICAL SCHOLARSHIP contest among high school seniors has been sponsored by WEDO McKeesport, Pa. Each of the 18 competing schools in WEDO listening area had two entrants —one outstanding vocalist and one instrumentalist. Two winners of the contest each received a $1,000 music scholarship from WEDO.

Free Holiday

TWO ROUND-TRIP tickets for summer cruise to Ketchikan, Alaska, are being offered as prizes in contest being conducted on "Spotlight on a Star" program on CKNW New Westminister, B. C., sponsored by Gilley Bros., that city. To enter contest, listeners must estimate number of miles travelled by a Gilley Bros. truck during month of May. One truck will be clocked and listener who comes closest to correct number of miles travelled, will receive all-expense-free holiday.

Radio Poll

RADIO poll is being conducted daily by Terry Nolan, radio editor of San Diego Journal, in connection with his column "Air Fare." Ballots are printed each day in The Journal for listeners to fill in choice of their favorite shows and personalities. Five San Diego stations, KSDJ KFSD KFMB KGB and KYOR, are cooperating to promote Poll with announcements on air.

Chaos and Sales

"CHAOS prevails but so do sales is the general theme of latest promotion folder issued by KNX Los Angeles. Titled "Pandemonium in a Pinafore . . ." two-color folder points out that "Baby Snooks," child of chaos, originates at KNX. Drawings on cover and inside page illustrate destructiveness of "Snooks." Copy of folder emphasizes that "KNX polishes 27 shows for cross-country delivery. But sponsors of local KNX shows get much more than reflected glory." Data on various available local shows are presented.

'New Horizons'

SKY-BLUE folder picturing station's new 470-foot tower is being distributed by KMOX St. Louis. Titled "New Horizons. . . ." folder announces KMOX's new 50,000-w transmitter and states that, "Now when 'The Voice of St. Louis' Speaks . . . New Thousands Listen." New coverage area is emphasized.

'Pulling Power'

PHOTOSTAT copies of an article appearing in Fort Wayne (Ind.) Journal Gazette are being distributed to the trade by WOWO that city. Article points up "pulling power" of WOWO by telling of two college students who were driving along lower bank of the Hudson when they heard musical program originating from WOWO and decided to change their course and go to Fort Wayne to visit broadcast. Cartoon showing music emanating all along Fort Wayne skyline and an auto speeding toward that skyline adds to effectiveness of story.

Knife Tells Story

NEWEST direct mail promotion piece of WPTF Raleigh, N. C., uses a pocket knife to draw attention to station's market story. Cover of the piece, printed on heavy white stock, carries picture of a juicy red apple with a hand cutting off a liberal slice. The heading urges "Cut yourself a big slice," and the inside of the cover reads " . . . of business in WPTF's billion dollar market. A pocket knife is fitted into the folder, which contains latest information on station's primary market.

WLOB Testing

WLOB, FM STATION in Claremont, N. H., began operations on a test basis last Monday in preparation for commercial operation which will start in about three weeks, Lincoln O'Brien, station manager and publisher of the *Claremont Daily Eagle*, announces.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

MBS Mutual Broadcasting System BMB

PHILADELPHIA'S NO. 1 Station

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Walls

WIBG

Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

More WINCHARGER Towers Specified by Station Applicants Than All Others *Combined*

From actual records of the Federal Communications Commission... of 873 applications on file during a 6-weeks period early this year, 761 applications specified some make of tower. Of these 761, more than half specified Wincharger towers.

In other words... more than all the others combined.

We say no more.....

ANTENNA TOWER DEPARTMENT

WINCHARGER *Corporation* SIOUX CITY 6, IOWA, U.S.A.

THE SAVINGS BONDS DIVISION OF THE
U.S. TREASURY DEPARTMENT
PRESENTS

GUEST STAR

THE NEW 15 MINUTE TRANSCRIBED SERIES
FEATURING

and the other leading stars of stage, screen, radio

THE CRITIC SAYS*

With a roster of guest stars taken right off the top of the Hooper listings, this series of plattered variety shows put out by the U. S. Treasury to plug savings bonds is due to garner wide and appreciative listening. Smart programming by the local indies handling this series would be to spot these shows at cream times where they can do the most good both for the bonds and the station's rep.

WHAT'S COOKING

During June and July, the biggest, ultra-super-duper Savings Bond campaign will step to the mike. RADIO has always done a terrific job. Spotlight GUEST STAR—in advertising and publicity. Tear off a nice hunk of your cream time, and we'll send you, absolutely free, our special package of wow'd listeners. Remember, *cream* public service is whipped up in *cream* time. Spelled: C-R-E-A-M!

But Natch! Enrich Your Cream Time with the Big Time!

The Treasury Department acknowledges with appreciation this public service contribution by

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

FCC Actions

(Continued from page 68)

Applications Cont.:

Modification of CP

WNEL San Juan, P. R.—Mod. CP as mod., which authorized change in frequency and installation of DA-DN, for extension of completion date.

KLTI Longview, Tex.—Mod. CP which authorized new FM station, to change studio location and trans. site and change commencement and completion dates.

APPLICATIONS RETURNED

AM—1340 kc

WLEX Lexington, Ky.—Authority to determine operating power by direct measurement and ant. power. 306 forms returned letter dated May 14, signed by chief engineer.

License Renewal

WFMN Alpine, N. J.—License renewal FM station.

TENDERED FOR FILING

Assignment of License

WLBB Carrollton, Ga.—Consent to assignment of license to Carroll Bcstg. Co. Inc.

Assignment of CP

KDSH Boise, Idaho—Consent to assignment of CP to Boise Valley Brdcstr. Inc.

AM—1490 kc

Radio Courier Inc., East Liverpool, Ohio—CP new standard station 1490 kc 250 w unl. Contingent on WWSW utilizing 970 kc as granted.

AM—920 kc

Cortland Bcstg. Co. Inc., Cortland, N. Y.—CP new standard station 920 kc 1 kw D.

Modification of CP

WBAT Marion, Ind.—Mod. CP to specify 500 w D and approval of trans. location and ant. system.

AM—1400 kc

The Greenville Bcstg. Co., Greenville, Ala.—CP new standard station 1400 kc 250 w unl.

May 21 Decisions . . .

BY THE COMMISSION

Ordered that time be extended to and including June 1 for submission of comments, statements or briefs with respect to proposed amendments of the rules and regulations concerning trans. emission measurements, changes in equipment, keeping of station records, channel width and modulation, frequency stability, inspection of tower lights and associated control equipment, and remote control in experimental, emergency, miscellaneous railroad and utility radio services.

May 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WGNH Gadsden, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KPMO Pomona, Calif.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WGOV Valdosta, Ga.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-DN and change in trans. location, to change type trans., to make changes in DA and mount FM ant. on top of AM tower and for extension of completion date.

WTOC-FM Savannah, Ga.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KHBC Hilo, Hawaii—Mod. CP which authorized change of frequency, increase power, install new trans. and change trans. and studio locations, to change type trans. and for approval of ant. and trans. location.

KSUI Iowa City, Iowa—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

WBBM Chicago—Mod. CP which authorized installation of new vertical ant., for extension of completion date.

Assignment of License

KVAK Atchison, Kan.—Voluntary assignment of CP and license to Albert Alvin Almada.

Modification of CP

KALE-FM Portland, Ore.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1420 kc

WSBA York, Pa.—CP change frequency from 900 to 1420 kc, increase 1 kw to 5 kw, change hours from D to unl., install new trans. and DA-N.

Modification of CP

WOPI-FM Bristol, Tenn.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1450 kc

WWNR Beckley, W. Va.—CP mount FM ant. on AM tower.

Modification of CP

WCOM Parkersburg, W. Va.—Mod. CP which authorized new standard station, to make changes in trans. equipment, for approval of ant. and trans. site and to change studio location.

TENDERED FOR FILING

AM—670 kc

The Wave Publications, Vernon, Calif.—CP new standard station 670 kc 250 w D.

AM—1480 kc

Central Colorado Bcstg. Co., Denver, Col.—CP new standard station 1480 kc 500 w-N 1 kw-D unl.

AM—1420 kc

Minnesota Valley Bcstg. Co., Mankato, Minn.—CP new standard station 1420 kc 1 kw unl. DA-N.

AM—1490 kc

KTTR Rolla, Mo.—CP change frequency from 1340 kc to 1490 kc.

May 22 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1220 kc

Announced decision granting application of WGAR Broadcasting Co. to increase power of WGAR Cleveland from 5 to 50 kw on 1220 kc, directional; subject to condition that WGAR modify its ant. pattern to afford any protection to CMKO Holquin, Cuba, as FCC may determine after consultation with Government of Cuba. Denied application of Allen T. Simmons to change power of WADC Tallmadge, Ohio, from 5 to 50 kw on 1220 kc. Comr. Clifford J. Durr agreed with majority that WADC should be denied, but felt that Sec. 3.35 of rules also requires denial of WGAR.

BY A BOARD

FM Conditional Grants

Conditional grants authorized for new FM stations, four Class B, three Class A. Three Class B CPs issued. Six Class B CPs issued in lieu of previous conditions.

Hearing Designated

Santa Monica Bcstg. Co., Santa Monica, Calif.—Designated for hearing application for new Class A FM station in consolidated proceeding with applications of San Pedro Printing and Pub. Co. et al.

Transfer of Control

WFIG Sumter, S. C.—Granted consent to transfer 80 sh. or 80% of voting stock from J. Samuel Brody, T. Douglas Youngblood, Ruth B. Brody to 18 new individuals for consideration of $57,062.

Acquisition of Control

KAKC and KAKC-FM Tulsa, Okla.—Granted consent to acquisition of affirmative control over Public Radio Corp. by Sam E. Avey from Ethel B. Kellough and Robert W. Kellough for $12,500 for AM and FM station permits.

Assignment of License

WSAY Rochester, N. Y.—Granted consent to assignment of license and outstanding CP for betterment of facilities of WSAY from Brown Radio Service and Lab. to The Federal Bcstg. System Inc., new corporation 100% controlled by Brown.

WIGM Medford, Wis.—Granted consent to assignment of WIGM from George F. Meyer to Dairyland's Broadcasting Service Inc. for $30,000.

KLIZ Brainerd, Minn.—Granted consent to assignment of license of KLIZ from E. Thomas O'Brien, et al d/b as Brainerd Bcstg. Co. to Brainerd Bcstg. Co., controlled by assignor partners in same proportion as their interests in assignor partnership.

WDRC Hartford, Conn.—Granted consent to assignment of license of WDRC, WDRC-FM and relay WELN from WDRC Inc. to The Connecticut Bcstg. Co. No monetary consideration involved.

AM—1400 kc

Halifax Bcstg. Co., South Boston, Va.—Granted CP for new station 1400 kc 250 w unl.; subject to approval of proposed trans. site and ant. system by CAA, and to cond. that applicant submit measurements showing trans. apparatus meets requirements of standards, and provided no operation takes place until WBTM ceases operation on 1400 kc.

AM—1450 kc

The Voice of Nevada's Capital, Carson City, Nev.—Granted CP new station 1450 kc 250 w unl. cond.

AM—1440 kc

John J. Lauz, Niagara Falls, N. Y.—Granted CP new station 1440 kc 1 kw D; cond.

AM—980 kc

Louie L. Morris, Hartwell, Ga.—Granted CP new station 980 kc 1 kw D; cond.

AM—1110 kc

Big Island Bcstg. Co. Ltd., Hilo, T. H.—Granted CP new station 1110 kc 1 kw unl.

Petition Granted

Border Bcstg. Co. Inc., Nogales, Ariz.—Granted petition to reconsider, remove from hearing docket and grant its application. Commission ordered said application be removed from hearing docket and granted for new station 1340 kc 250 w unl., subject to cond. that applicant within 60 days file application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and further subject to cond. that trans. site selected is such that applicant's operation will cause no interference to XEHF Nogales, Sonora, Mexico.

Petition Denied

Beloit Bcstrs. Inc., Beloit, Wis.—Denied petition to reconsider, sever and grant without hearing application for CP.

AM—1230 kc

Kola Bcstg. Co., Opelousas, La.—Ordered that application be removed from hearing docket and granted for new station 1230 kc 250 w unl. cond.; and that joint petition filed by Kola and James A. Noe for waiver of hearing be dismissed as moot.

Authority to Delete

KOBE Odessa, Tex.—Granted authority to delete all records relative to CP and mod., authorized Aug. 9, 1946, and April 15, 1947, respectively, as permittee has decided not to go ahead with construction.

May 22 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

The Wiregrass Bcstg. Co., Enterprise, Ala.—CP new standard station 1230 kc 250 w unl.

AM—1340 kc

Oroville Mercury Co., Oroville, Calif.—CP new standard station 1340 kc 250 w unl.

Modification of CP

KADP Pueblo, Col.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location. AMENDED to change trans. location.

FM—Unassigned

Springtime City Bcstg. Co., Clearwater, Fla.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 600 w and ant. height above average terrain 236.5 ft.

Calhoun Bcstg. Corp., Calhoun, Ga.—CP new standard station 1020 kc 250 w D.

Modification of CP

WMGA Moultrie, Ga.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

License for CP

Balaban & Katz Corp., Area of Chicago—License to cover CP which authorized conversion of exp. TV station to exp. TV relay station (W9XPR).

FM—92.7 mc

Village Bcstg. Co., Oak Park, Ill.—CP new FM station (Class A) on Channel 224, 92.7 mc, ERP 1 kw and ant. height above average terrain 250 ft.

Modification of CP

WMBD Peoria, Ill.—Mod. CP which authorized new FM station, to change frequency to Channel 223, 92.5 mc, specify type trans., change ERP to 17 kw and make changes in ant.

AM—1240 kc

Standard Tobacco Co. Inc., Maysville, Ky.—CP new standard station 1240 kc 250 w unl. AMENDED to change trans. and studio location.

License for CP

WIKC Bogalusa, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

(Continued on page 76)

WOC

OUR Listener-Families "Out-wrote" BMB!

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

KSO
DES MOINES
The Best Buy in Central Iowa
CBS
A BIGGER
(Response-Rated)
"TEA-TIME SERENADE"
for your Sales Message
Long a top afternoon program . . . "Tea-Time Serenade" has been increased to an hour-and-a-quarter (4:15 to 5:30) A limited number of participating spots are available. Contact your nearest Headley-Reed Representative.
★

BILL BALDWIN, one of the biggest drawing cards in Iowa radio, is featured on "Tea-Time Serenade."

★
KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy PRESIDENT
George J. Higgins GENERAL MANAGER
Headley-Reed Co. NATIONAL REPRESENTATIVES

FM Assn. Region 2 To Meet May 28

PROMOTION of FM and plans for development of an FM network in the Midwest will be discussed at the organizational meeting of FM Assn. Region 2 (Ind., Ohio, W. Va., Ky.) to be held May 28 at Hotel Gibson, Cincinnati.

Experience gained in setting up the Continental Network in the East will be explained by Everett L. Dillard, WASH Washington and KOZY Kansas City.

Promotional and advertising phases of FM will be discussed at the afternoon session by E. Z. Jones, WBBM-FM Burlington, N. C.; Norman Heyne, Ruthrauff & Ryan, Chicago, and Bill Bailey, FMA executive director. A panel on FM as an advertising medium will include E. J. Hodel, WCFC

Mr. Taft

Mr. Wagner.

Beckley, W. Va.; J. Weddell Kerr, WFRO Fremont, Ohio; Paul Reed, WFAH-FM, Alliance, Ohio; Ed Wheeler, WEAW Evanston, Ill.

Luncheon speakers will be Vernon L. Wilkinson, FCC assistant general counsel in charge of broadcasting, who will talk on "The FM Outlook"; Leonard Marks, FMA general counsel, who will discuss "What FMA Is Doing"; Roy Hofheinz, KOPY Houston, FMA president, "Your Part in the FM Situation."

Morning session will be opened by Paul Wagner, WCSI Columbus, Ind., co-chairman with David G. Taft, WCTS Cincinnati. Mr. Hofheinz will discuss FMA objectives, and the GE technicolor film, "Naturally It's FM," will be shown. Ted Leitzell, Zenith Radio Corp., will review FM set production. C. M. Jansky Jr., Jansky & Bailey, will tell why he believes the FM signal is superior.

Advance registration list:

Ayers, Marion T., WSRK; Bailey, J. N. (Bill), FMA; Barlow, William L., FMA; Baughn, Edward F., WPAG-FM; Baughn, Jane, WPAG-FM; Caldwell, John, Cincinnati Enquirer; Campbell, Douglas, WGSO; Cisler, Steve, WKYW; Draughon, Jack, WSIX; Hardig, Kathryn M., Ralph H. Jones Co.; Harris, Charles L., WBOX; Heyne, Norman, Ruthrauff & Ryan; Hodel, E. J., WCFC; Hofheinz, Roy, KOPY; Jansky, C. M. Jr., Jansky & Bailey; Kerr, J. Weddell, WFRO-FM; Kolling, Joe, Kolling, Lehker & Toy; Leitzell, Ted, Zenith Radio Corp.; Look, Donald, Truscon Steel Co.; McGehee, Allan D., Pilot Radio Corp.; Moore, Robert E. L., Transradio Press; Osborne, E. D., WCTW; Parsons, Dr. D. J., WGSO; Reed, Paul W., WFAH; Sague, Samuel R., WSRS-FM; Sanford, F. Eugene, WKYW; Smith, Robert L., Daily Gazette Co. Inc., Charleston, W. Va.; Taft, David G., WCTS; Taishoff, Sol, BROADCASTING; Tatman, George S., WCNB; Tuhy, Stephen Jr., Washington, D. C.; Wagner, Paul E., WCSI; Wheeler, Edward, WEAW; Wilkinson, Vernon L., FCC; Winter, Earl J., INS; Wolfe, Robert F., WFRO-FM; Yazell, George W., WCFC.

Lure in Numerals

PROSPECTIVE CUSTOMERS of WIBW-FM Topeka will have an easier time locating both their homes and their advertising if they follow the station's latest promotion stunt. Enclosed in a folder listing the station's selling advantages is a sample house numeral which can be seen day or night and an offer of extra ones with the compliments of WIBW-FM.

Col. Robert R. McCormick Heads Board of WGN

COL. ROBERT P. McCORMICK, publisher of *The Chicago Tribune*, was reelected president and two new directors were elected at the annual board meeting of WGN Inc., Chicago, May 19.

Henry D. Lloyd Jr., a stockholder, replaces his father, Henry D. Lloyd Sr., who recently retired from the board after a long period of service. Other new director is Frank P. Schreiber, station's general manager, named to succeed the late Capt. Joseph Medill Patterson.

Others reelected were Chesser M. Campbell as vice president, Elbert M. Antrim as secretary, Mr. Schreiber as treasurer and J. Howard Wood as auditor and comptroller.

2 New Department Heads Appointed by RCA Victor

ROBERT M. RYAN, former assistant director of accounts and finance in charge of finance, and assistant treasurer of RCA, has been appointed director of the Finance Dept. of the RCA Victor Division, Camden, N. J., and Noel D. Stafford, former assistant director of accounts and finance in charge of accounts, has been appointed director of the Accounting Dept. of RCA Victor.

Mr. Ryan has been associated with RCA for 27 years. He started with the company in 1920 as collection correspondent and in 1928 was named manager of the Credit and Agency Division. He later became credit manager of the RCA Manufacturing Co.'s Tube Dept. at Harrison, N. J., and in 1936 was brought to the organization's home office at Camden as general credit manager.

Miller Addresses DAR

BROADCASTERS are repeating the fight for freedom of speech fought a century-and-a-half ago, Judge Justin Miller, NAB president, told the 56th Continental Congress of the DAR in Washington Friday morning. He said the same guileful arguments designed to divide radio and establish Government controls of media of free communications are being heard once again.

SOON!

FOR ASHEVILLE AND WESTERN NORTH CAROLINA
Now Represented by
Headley-Reed Company

Seven New Standard Stations Authorized by Commission

GRANTS for seven new AM stations, including a 1-kw fulltime outlet on 1110 kc at Hilo, Hawaii, were authorized by an FCC Board last Thursday.

U. S. authorizations were for 1-kw daytime stations at Niagara Falls, N. Y., and Hartwell, Ga., and 250-w fulltime operations at South Boston, Va.; Carson City, Nev.; Nogales, Ariz., and Opelousas, La. The Opelousas grant went to owners of WGCM Gulfport, Miss.

At the same time the Commission approved the request of Odessa Broadcasting Co. (KOBE), one of four 1946 grantees for Odessa, Tex. (pre-war population: 2,000), to delete its daytime grant for 1360 kc with 5 kw. FCC said the company, a partnership including J. S. McBeath, secretary-treasurer of KXOX Sweetwater, Tex., "has determined not to go ahead with the construction." The grant was issued last summer by FCC [BROADCASTING, Aug. 19].

Last week's grants:

Niagara Falls, N. Y.—John J. Laux, president of WFTG Atlantic City and WKNY Kingston, N. Y., general manager of WSTV Steubenville, Ohio, and interested in Liberty Broadcasting Co., Pittsburgh grantee. 1440 kc, 1 kw, day only.

Hartwell, Ga.—Louie L. Morris, associated with Hartwell Railway Co. and publishers of weekly Hartwell Sun. 980 kc, 1 kw, day only.

Nogales, Ariz.—Border Broadcasting Co. 1340 kc, 250 w, fulltime. Conditioned on protecting XEHF Nogales, Sonora, Mexico. Principals: Robert Marcus, in retail furniture business, president and 83.3%; his son, Samuel Marcus, 16%.

Opelousas, La.—Kola Broadcasting Co. 1230 kc, 250 w, fulltime. The company is principally owned by Hugh O. Jones and members of his family, owners of WGCM Gulfport, Miss.

Carson City, Nev.—Voice of Nevada's Capital. 1450 kc, 250 w, fulltime. Company is owned by Ralph Margali, attorney.

South Boston, Va.—Halifax Broadcasting Co. 1400 kc, 250 w, fulltime. On condition operation is not started until WBTM Danville, Va., vacates 1400 kc in its switch to 1330 kc with 5 kw day and 1 kw night. John L. Cole Jr., chief engineer of WNOX Knoxville Tenn., is owner.

Hilo, Hawaii—Big Island Broadcasting Co. 1110 kc, 1 kw, fulltime. Principal owners include Alfred H. Green, formerly with KHBC Hilo, president; W. H. Hill, Harold J. Henderson, Walter E. Ecklund, Hilton C. Walters, and Robert S. Moore, business and professional men.

New York

(*Continued from page 20*)

for assignment. The brief notes: "We think it was unfair to all of the competing applicants and illegal to breathe life into the expired and forfeited FM Class B construction permit (WAAW) when a comparative hearing for FM Class B channels in the area was in progress, and that under the doctrine of the Ashbacker case, the Class B channel formerly assigned WAAW should have been available for assignment in the comparative hearing. . ."

Other Exceptions

Radio Projects Inc., other Newark applicant, filed exceptions contending that the Commission should have made an investigation of Donald Flamm, WPAT half owner, and Edward Noble, board chairman of ABC (which also was favored in proposed decision), "since charges reflecting upon them, were voiced at the hearing."

The exceptions of North Jersey Radio referred to an unnamed half owner of WPAT who in a 1939 FCC decision "was characterized as having managed to create a question as to his possessing 'any substantial sense of responsibility to the public or the ability to recognize even roughly the public interest properly involved in the operation of a radio station'."

Exceptions also were filed last week by five other applicants: Debs Memorial Radio Fund Inc., licensee, WEVD New York; WLIB Inc., licensee, WLIB Brooklyn; Metropolitan Broadcasting Service, New York; Frequency Broadcasting Corp., Brooklyn, and Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

Wm. R. McAndrew Raised To New NBC Position

WILLIAM R. McANDREW, former director of news and special events at WRC Washington, NBC affiliate, has been appointed assistant to NBC Washington Vice President Frank M. Russell, and as director of news and special events will have full responsibility for these activities of NBC in the nation's capital.

Mr. McAndrew

Mr. McAndrew joined NBC Washington in 1936, having worked previously for the United Press. He left NBC in 1940 to become executive news editor of BROADCASTING Magazine. He returned to NBC in January, 1944 as director of news and special events at WRC Washington.

Kendrick Promoted

A. J. KENDRICK, vice president of World Broadcasting System today (May 26) becomes general manager, succeeding Jack Myerson who resigned last Friday. Walter Seifert, assistant treasurer of the firm, has been named assistant manager. Mr. Myerson has not announced his future plans.

Mr. Kendrick

McCarthy Bill

(*Continued from page 17*)

bus, Ohio, declared a ban on members of Congress holding station licenses would be just as "unreasonable" as preventing legislators from engaging in any other kind of business.

But Senator McCarthy holds that radio is unique in that it is one of the few businesses which is operated as "a public trust." Thus he concluded that it is "wholly wrong" for the lawmakers who have absolute control over FCC to obtain or seek to obtain radio station licenses.

Rep. Alvin E. O'Konski (R.-Wis.), also applicant for both standard and FM stations at Merill, Wis., objected strenuously to the McCarthy proposal. He declared that it was "honorable and legal" for members of Congress and their families to conduct private businesses, including radio. Senator McCarthy denied that his bill was directed against Mr. O'Konski or any other individual, adding that at the time it was introduced Tuesday he had no knowledge of Mr. O'Konski's application.

Rep. Harris Ellsworth (R.-Ore.), owner of KRNR, Roseburg, commented that the McCarthy bill implies that members of Congress "could lead the commissioners around by the nose." In the ten years he has dealt with the Commission, he added, there had not been the slightest indication that "members were subject to political pressure."

Another Congressman who would be affected by S. 1309 is Rep. Lyndon B. Johnson (D.-Tex.), whose wife, Claudia T. Johnson, is president of KTBC Austin.

Following is the text of the bill, as it would amend the Communications Act of 1934:

LIMITATION ON HOLDING OF LICENSES BY MEMBERS OF CONGRESS AND THEIR WIVES

SEC. 311A. The station license required hereby for a commercial broadcasting station shall not be granted to or held by—

(1) any Member of the Congress of the United States or the wife of any such Member;

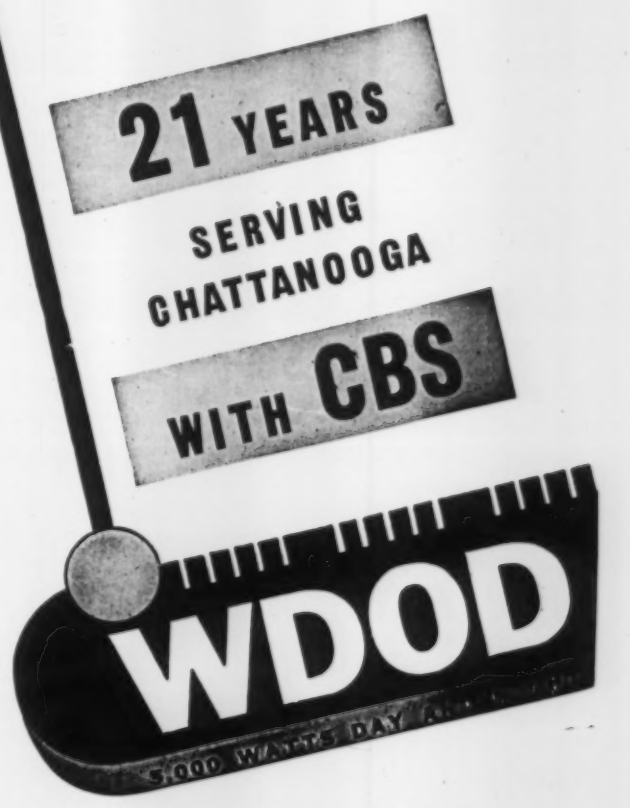
(2) any partnership of which any active or silent partner is a Member of Congress or the wife of any such Member;

(3) any corporation of which any officer or director is a Member of Congress or the wife of any such Member, or of which more than one-fifth of the capital stock is owned of record or voted by any Member of Congress or the wife of any such Member; or

(4) Any association of which any officer or director is a Member of Congress or the wife of any such Member, or whose policies are actually determined by any Member of Congress or the wife of any such Member.

New Montana Outlet

THE INTER-MOUNTAIN network, which serves Utah, Idaho, Montana and Wyoming, will soon add a 5 kw Great Falls, Mont., station, it was announced last week by Arch Madsen, network vice president. The new station, now being constructed by the Montana Farmers Broadcasting Corp., has not yet been assigned call letters, will operate on 560 kc.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

KFMB
sells
SAN
DIEGO

San Diego is the "buying" spot for over 465,720 people—reached from the "inside" by KFMB. For complete coverage specify KFMB—San Diego's best "buy"!

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Hon. George R. McGivern
Grant Advertising
Chicago, Illinois
Dear George:

The derndest thing happened yesterday. One of the other radio stations in town is running a promotion contest. In an attempt to stimulate interest in the contest a radio interview with prospective contestants was held yesterday. Imagine the embarrassment of the station when one of the persons interviewed said her favorite radio personality was "MISS 580". Tch, tch, "MISS 580" . . . a feature on WCHS for the past eight years!

Yrs.
Algy

WCHS
Charleston, W. Va.

FCC Actions

(Continued from page 73)

Applications Cont.:

License for CP

KLOU Lake Charles, La.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WGFG Kalamazoo, Mich.—Mod. CP which authorized new standard station, to change type trans. and for extension of completion date.

AM—1490 kc

Alexandria Bcstg. Corp., Alexandria, Minn.—CP new standard station 1490 kc 250 w unl. AMENDED re stockholders.

AM—1480 kc

Cedar Valley Bcstg. Co., Austin, Minn.—CP new standard station 1480 kc 1 kw DA unl. AMENDED to make changes in DA and changes re directors, officers, and stockholders; and corporate structure.

TV—Exp. Relay

Radio Station WOW Inc, Area of Omaha, Neb.—CP new exp. TV relay station on 6775 to 6800 mc, 0.1 w vis., emission vis. A5 and unl.

Modification of CP

WJOC Jamestown, N. Y.—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

Remote Pickups

Onodaga Radio Bcstg. Corp., Area of Syracuse, N. Y.—CP two remote pickup stations, on 156.75, 158.40 mc 15 w emission special for FM, unl.

License for CP

KDIX Dickinson, N. D.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—930 kc

Walter Olin Nisbet Jr., Charlotte, N. C.—CP new standard station 930 kc 1 kw D.

AM—1490 kc

WSTP Salisbury, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFOB Fostoria, Ohio—Mod. CP which authorized new FM station, to change type trans., ERP to 450 w, make changes in ant. system and change commencement and completion dates.

AM—1270 kc

The Fairfield Bcstg. Co., Lancaster, Ohio—CP new standard station 1270 kc 1 kw D.

AM—1350 kc

WADC Village of Tallmadge, Ohio—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WWST Wooster, Ohio—Mod. CP which authorized new FM station, to change type trans.; ERP to 13 kw; specify studio location, change ant. height above average terrain to 331 ft.; make changes in ant. system and change completion date. Also mod. CP for extension of completion date.

AM—1490 kc

Western Pennsylvania Bcstg. Corp., Pittsburgh—CP new standard station 1490 kc 250 w unl. AMENDED to change trans. and studio locations.

License for CP

WPIT Pittsburgh—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—980 kc

Crescent Broadcast Corp., Shenandoah, Pa.—CP new standard station 580 kc 5 kw DA-2 unl. AMENDED to change from 580 to 980 kc, change trans. equipment; change trans. location and modify DA.

License for CP

KPBX Beaumont, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1110 kc

Brazoria County Bcstg. Co., Freeport, Tex.—CP new standard station 1110 kc 250 w D. AMENDED to change name of applicant from W. David Evans, Luther L. Copeland and Richard J. Higgins a partnership d/b as Brazoria County Bcstg. Co. to W. David Evans, Richard J. Higgins, A. T. Deere, John S. Hain, George D. Reeves, Ross K. Prescott & H. J. Griffith, a partnership d/b as Brazoria County Bcstg. Co.

AM—1220 kc

Lamar A. Newcomb, Falls Church, Va.—CP new standard station 840 kc 250 w D. AMENDED to change from 840 to 1220 kc.

License for CP

KYOS Bellingham, Wash.—License to cover CP, as mod., which authorized increase power, install new trans. and DA-DN and change in trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1510 kc

KGA Spokane, Wash.—CP increase power from 10 to 50 kw, install new trans., make changes in DA-N and change trans. location. AMENDED to change trans. location and make change in DA.

APPLICATIONS DISMISSED

AM—1450 kc

Brazoria County Bcstg. Co., Freeport, Tex.—CP new standard station 1450 kc 250 w unl. Dismissed May 20, request of applicant.

FM—93.5 mc

Central Nebraska Bcstg. Corp., Kearney, Neb.—CP new FM station on Channel 228, 93.5 mc or as assigned by FCC. Dismissed May 20 per request attorney letter April 30.

TENDERED FOR FILING

Assignment of License

WTAL Tallahassee, Fla.—Consent to assignment of license and CP to John H. Phipps.

AM—1230 kc

KGFJ Los Angeles—CP increase 100 w to 250 w and approval of trans. location and ant. system unl.

AM—990 kc

Redlands Bcstg. Co., Redlands, Calif.—CP new standard station 990 kc 250 w D.

AM—670 kc

Shebelut Chevrolet Co., Madera, Calif.—CP new standard station 670 kc 250 w D.

Hearings Before FCC . . .

MAY 26

Hearing and Oral Argument

Docket 6651, hearing and oral argument before Commission en banc in matter of allocation of frequencies to various classes of non-Governmental services in radio spectrum from 10 kc to 30,000,000 kc (proposed changes to revise existing frequency service-allocations to make available entire band 960-1600 mc for aeronautical navigational service).

FM—Hearing

WDEL Inc., Wilmington, Del.—For FM facilities.
Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Same.
Keystone Bcstg. Corp., Harrisburg, Pa.—Same.
York Bcstg. Co., York, Pa.—Same.
Reading Bcstg. Co., Reading, Pa.—Same.

Further Hearing

WHLS Port Huron, Mich.—License renewal on complaint.

MAY 27

AM—Hearing

Wired Music Inc., Rockford, Ill.—CP 1400 kc 250 w unl.
Beloit Bcstrs. Inc., Beloit, Wis.—CP 1380 kc 500 w D.
Respondent: *WRJN Racine, Wis.*

Further Hearing

KGKB Tyler, Tex.—CP 690 kc 1 kw-N 5 kw-D unl, DA.
KGGF Coffeyville, Kan.—CP 690 kc 5 kw-N 10 kw-D unl. DA-2.
KELD El Dorado, Ark.—CP 690 kc 1 kw unl. DA.
Respondents: *KABC San Antonio, Tex.; KFEQ St. Joseph, Mo.*

MAY 28

Oral Argument

Before Commission en banc

Dockets 7313, 7314, 7482: Gulf Bcstg. Co., Burton Bcstg. Co. and Mobile Bcstg. Co., Mobile, Ala.

Dockets 6921, 6922: WJPS Inc., Evansville, Ind. and Tri-State Bcstg. Corp.

Dockets 6843, 6845, 7008: Bay State Beacon Inc., Cur-Nan Co. and Plymouth County Bcstg. Co., Brockton, Mass.

Dockets 7216, 7334, 7335: Central Bcstg. Co., Eau Claire, Wis., Lubbock County Bcstg. Co. and Plains Radio Bcstg. Co., Lubbock, Tex.

Dockets 7367, 7483: Abilene Bcstg. Co. and Citizens Bcstg. Co., Abilene, Tex.

MAY 29

Oral Argument

Dockets 7565, 7566: KHTN Inc. and W. Albert Lee, Houston, Tex.

Dockets 7716, 7717: Tri-City Bcstg. Co., Newport, Ky., and Moraine Bcstrs. Inc., Dayton, Ohio.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,223 licensed, 499 construction permits, 699 applications pending (of which 420 are in hearing); FM—48 licensed, 782 initial authorizations (544 CPs and rest conditional grants), 205 applications pending (109 in hearing); television—six licensed, 59 CPs, 9 applications pending (3 in hearing); non-commercial educational FM — six licensed, 29 CPs, 14 applications pending.

R. E. BALUTA QUITS FCC FOR ENGINEERING FIRM

ROBERT E. BALUTA, FCC engineer attached to the Broadcast Division since 1945, has resigned to become associated with the consulting engineering firm of Frank H. McIntosh. Since V-J he served in processing Line II applications, then was assigned to the Hearing Section where he participated in many standard and FM broadcast proceedings.

Mr. Baluta

Mr. Baluta joined Westinghouse in 1934 after graduation from Rensselaer Polytechnic Institute. He installed all types of electronic equipment in the U. S. and foreign countries. In 1940 he entered the Navy and after training was sent to the Pacific as officer-in-charge of radio, radar and small installations on a destroyer tender. He installed radio facilities in New Zealand, New Hebrides and other island bases.

Dockets 7477, 7478: Northern Kentucky Airwaves Corp. and Northern Kentucky Radio Corp., Covington, Ky.

Dockets 7099, 7100: Syndicate Theatres Inc., Columbus, Ind. and Universal Bcstg. Co. Inc., Indianapolis.

Dockets 7578, 7577: Birney Imes Jr. and Grenada Bcstg. Co., Grenada, Miss.

CHNS
HALIFAX NOVA SCOTIA
The Maritimes Best
Program Facilities
+ 5000 Watt Transmitter
= RESULTS!
Jos. Weed & Co.
Can Answer Your Queries.
Just Address Them to:
350 Madison Ave., New York

Miller

(Continued from page 15)

tablished practice of deciding important questions in such manner as to prevent judicial review of them."

Judge Miller quoted the Supreme Court decision in the "CBS Case," in which FCC issued a Report and characterized certain regulations as announcements of policy. The Court said:

> The Commission's contention that the regulations are no more reviewable than a press release is hardly reconcilable with its own recognition that the regulations afford legal basis for cancellation of the license of a station if it renews its contract with appellant.

The NAB head noted that the Blue Book contains "an elaborate legal brief" designed to establish FCC's "power to interfere with and regulate the program content of broadcasting." But, he said, the Blue Book fails to mention the "Sanders Case," in which the Supreme Court said:

> . . . The Commission is given no supervisory control of the programs, of business management, or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

He called the Commission's consideration of program matters in passing upon applications "a direct threat to broadcasters—in violation of the First Amendment and of the Communications Act, Sec. 326—that unless they conform to the Commission's ideas in handling the 19 problems [relating to free speech, and listed in the Blue Book], the same coercive procedures may be used as were used in the 'Mayflower case,' " in which FCC ruled that a broadcaster may not be an "advocate."

He said the danger of FCC's "encroachments" on programming "is emphasized by the wide acceptance of the Commission's thesis upon the part of persons who because of (1) ignorance, (2) disagreement with our fundamental American principles, (3) a selfish pecuniary desire to destroy radio broadcasting's effectiveness as a competing medium of advertising, are anxious to establish a false doctrine that the First Amendment has no application to radio broadcasting." He added:

> These people have talked much about "a factor of scarcity"; they have announced that "the people own the air" and other similar cliches, which cannot be found in the Constitution or in any decision interpreting the Commerce Clause or the First Amendment. They are, in fact, dishonestly made—not to support the rights of the people—but to break down the guarantee of the First Amendment by re-establishing government censorship over free speech.

Contending that the necessity for engineering regulation "does not by any stretch of the imagination warrant interference with freedom of speech by supervising broadcasting programs," he declared:

> The same argument would justify the Postmaster General in determining public tastes in magazines and newspaper contents, through his licensing power, in connection with the second-class mail privilege. It would justify the setting up of a Commission to distribute paper among magazines and newspapers, and then, as a second step, the determination, by such a commission, of those magazines and newspapers which—because of "properly selected and balanced" news, entertainment, editorials, controversy and advertising—should be entitled to use the scarce paper.

He cited figures designed to refute claims that a few advertisers control and principally support U. S. radio, and contended "the important statistics about radio earnings cannot be found anywhere in the Blue Book."

He said the industry grossed about $400,000,000 last year and netted about 10% of that amount, "divided among over a thousand stations and four networks." He noted that 35-40% of net income went into salaries and wages to 60,000 employes, and that more than $100,000,000 "went to provide the American people with the finest and most elaborate schedule of radio entertainment and information in all the world." He said another $40,000,000 went into Federal taxes, and declared:

> As a matter of fact, it is now pretty generally recognized that many broadcasters are operating close to the margin; that too many people have been over-persuaded to enter broadcasting by these rosy estimates; that a considerable number of failures is inevitable.

Suggestions that the Blue Book's aim is primarily to curb "overcommercialism" were answered by the NAB chief with direct Blue Book references indicating Commission concern with such subjects as "jurisdiction with respect to program service"; "cooperation between networks, stations, and non-profit organizations"; "economic aspects of broadcasting"; "program experimentation"; "religious programs"; "transcribed programs," and "proposals for future Commission policy."

Judge Miller conceded that American broadcasting "has serious weaknesses—as do all other human institutions"—but insisted that it should be subjected to a minimum of governmental regulation. He said:

> Such additional regulation as is necessary should come from the broadcasters and from the people, acting outside of governmental procedures, as is true of the press, the motion pictures, and the professions.

He asserted that "the large majority" of Americans like American broadcasting "in spite of its weaknesses," and that most Americans do not want government-operated or government-controlled broadcasting.

He told Representative Ellsworth that "within the proper scope of [FCC's] authority there is a tremendous task to be done which is now being well done," but said that the Commission's Blue Book stand made it necessary "(1) to insist that the Commission's proper duties could be better performed—at less expense—if it were relieved of responsibility for performance of duties improperly assumed, and (2) to define the issues and present the case of the broadcasters, in opposition to those assertions of power."

"Isn't it wonderful, dear, WFDF Flint advertised these dresses were cut to almost nothing."

30-Days

(Continued from page 18)

they are filed and, instead, give priority to those from communities most able to support additional stations.

While it appears probable that the two processing lines may soon be merged [BROADCASTING, May 5], a number of high-ranking authorities said they felt the "orderly processing" plan has worked "too successfully" for any other change. Some predicted it would "never be abandoned."

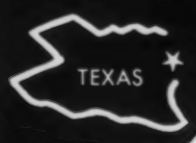
Accomplishment of a 30-day status on new applications — or even a close approach to it—would make the Commission more nearly current in this respect than at any time since normal processing procedures were resumed after the war. Even so, it was pointed out, FCC would still be "far behind" on hearing cases, so that applicants who had to go into hearing would still face the prospect of many months of delay before getting a decision.

ASCAP General Manager Post Is Discontinued

THE OFFICE of general manager of ASCAP, a position held by the late John G. Paine, has been discontinued, the ASCAP board of directors announced last week following a meeting May 19. The affairs of the society will be conducted pursuant to the following appointments:

Herman Greenberg, sales manager, in charge of all licensing activities; George A. Hoffman, comptroller, in charge of accounts, finance and general personnel; Richard F. Murray, manager of foreign relations, in charge of foreign matters, all internal statistical departments and Publicity Dept.; Herman Kinkelstein, resident counsel, in charge of all legal activities carried on by the society at its headquarters. Schwartz & Frohlich, general counsel, will be in charge of litigation as heretofore.

for low-cost advertising in BEAUMONT

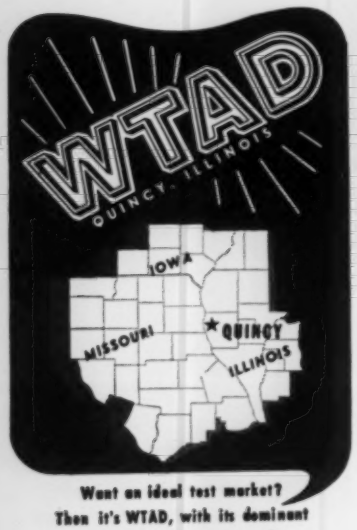


it's KRIC

BEAUMONT RETAIL $ GAIN
+ 30%
Dallas + 28%
Houston + 32%
Ft. Worth + 24%
San Antonio + 25%
Waco + 19%
:1946 over 1945
Ret. Sales, Independent Stores
(Dept of Commerce, Bureau of Census)

KRIC BEAUMONT, TEX. 250W. 1450 Kc.
Established 1938
REPRESENTED BY THE BRANHAM COMPANY

WTAG
WORCESTER
Delivers
Central New England



Want an ideal test market?
Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K. C. 1000 WATTS CBS AFFILIATE
WEED and COMPANY, REP.

A Lee STATION

CONGRESSIONAL GROUP at NAB housewarming included (l to r): Representatives Kenneth B. Keating (R-N. Y.); Homer R. Jones (R-Wash.); Thor C. Tollefson (R-Wash.); Virgil Chapman (D-Ky.); Harris Ellsworth (R-Ore.), owner of KRNR Roseburg; John W. Gwynne (R-Ia.). Messrs. Ellsworth and Chapman are members of the Interstate & Foreign Commerce Committee.

NAB

(*Continued from page 17*)

works. Total annual payments of NBC, CBS and MBS have been nearly $70,000, with NBC and CBS paying about $30,000 each and Mutual the remainder.

Networks will be represented at board meetings only when specifically requested to take part in discussion of special problems.

Under the new formula, the networks will pay $5,000 each per year, it was stated after the board meeting. They will continue as active members at present rate of dues until official notice of ratification is given, should the membership approve the by-laws changes. Mark Woods, ABC president, wired that the network would join as an associate.

The referendum, provided under a by-laws revision adopted at the Chicago convention last year, will be put in operation as soon as the legal staff can redraft the by-laws from beginning to end and handle the necessary mechanics. By-laws can no longer be amended at industry conventions because maximum participation in the voting was desired.

Other by-laws changes cover a new dues classification designed to remove inequities; broaden the discretion of the president in directing association operations; provide that AM-FM station operations pay dues based on the combined income of the stations.

Secretary-Treasurer C. E. Arney Jr. was instructed to arrange the transfer of future conventions from autumn to spring, with area meetings moved from winter-spring to autumn. Among reasons given was the press of association work during the busy Washington spring when Congress is in session and headquarter's officials are at their busiest. The area plan reduced the 1947 travel burden from 17 to 10 meetings, but this still is a difficult schedule for the administrative staff to meet.

The board did not discuss the NAB's own "Blue Book," a reply by President Miller to a request from Rep. Harris Ellsworth (R-Ore.), member of the Interstate & Foreign Committee. Rep Ellsworth sought Judge Miller's views on the FCC Blue Book (see story page 15).

The action authorizing a new public opinion survey did not specify the firm to conduct the study. National Opinion Research Center, U. of Denver, did field work on the first study.

A general legislative report was submitted to the board, with status of pending measures and anticipated introduction by Sen. Wallace White (R-Me.) of proposed changes in the Communications Act.

Negotiations of the Music Advisory Committee with ASCAP were outlined, with contract ambiguities cited. Hope was expressed that a new contract would be ready by convention time in September.

In agreeing to take part in the AFRA industry negotiating committee NAB's board reaffirmed its unalterable opposition to any form of secondary boycott and set down policy limitations within which the four-man group can operate. The board named an investigating committee at its January meeting, refusing at that time to take part in the network-AFRA committee.

The subject of Petrillo negotiations was passed by.

Edgar Kobak, MBS observer on the board, reported that the Broadcast Advisory Committee formed last winter by agency, advertiser and broadcast groups is not yet fully organized. Should the committee become an active operation, it is expected to cooperate with the NAB Special Standards of Practice Committee.

The board received a report from Robert D. Swezey, MBS vice president and general manager, on work of the standards committee, of which he is chairman. The committee is working on redrafting of proposed code.

No action was taken on a proposal that NAB hold its own annual institute to bring together officials of universities and other organizations that subject broadcasting to discretion.

The board approved over 100 membership applications, bringing the total to 1,286, an alltime record.

John F. Meagher, KYSM Mankato, Minn., who was elected District 11 director at the recent Chicago area meeting, was named by the board to sit in place of E. L. Hayek, KATE Albert Lea, Minn., until the new board convenes in September at the Atlantic City

Elected to Board

JOSEPH V. HEFFERNAN, vice president and general attorney of RCA, has been elected to the board of directors of RCA Communications Inc., New York, succeeding Col. Manton Davis, retired New York attorney.

HOOPER WILL ROTATE PACIFIC COAST HEADS

WITH the resignation of Ruth Arnold as manager of the C. E. Hooper Pacific Coast Office, C. E. Hooper, president of the firm, has announced a rotation system of Hooper executives conducting business from the West Coast.

On May 26, Albert M. Wharfield, who is in charge of service and contact on national Hooperatings and Pacific Hooperatings among eastern clients will arrive at the Hooper Hollywood office for a stay of six weeks, contacting network, agency, advertiser and talent subscribers to Hooperatings.

Following Mr. Wharfield, W. Ward Dorrell, vice president in charge of stations relations, will stay in Hollywood for a month. Mr. Hooper will succeed Mr. Dorrell on the West Coast, where he expects to spend most of August. Two other Hooper executives, Fred H. Kenkel, executive vice president, and David Dole, will follow Mr. Hooper to Hollywood.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

For Nearly 17 Years
KFXJ
has been known as the
VOICE OF WESTERN COLORADO
—
others may pirate our slogan, but only
KFXJ
can claim the prestige of
COMMUNITY and AREA LEADERSHIP!
— Grand Junction —

convention. He sat during the meeting. Mr. Hayek resigned as director because of illness.

All board members attended except Mr. Hayek and Harold Hough, WBAP Fort Worth, who was unable to make the trip. Participating for NAB were President Miller; A. D. Willard Jr., executive vice president, and C. E. Arney Jr., secretary-treasurer. Mr. Feltis took part in some of the BMB discussions.

Directors and NAB department heads were guests Wednesday evening at a lawn reception at the Virginia home of T. A. M. Craven, Cowles stations, director-at-large for medium stations. A housewarming for the new NAB building was held Tuesday, with Washington officialdom as guests.

Text of the new provision of the by-laws covering membership, as it will be submitted to the membership by referendum, follows:

ARTICLE III

MEMBERSHIP

Section 1. CLASSES OF MEMBERSHIP: The members of this association shall consist of two classes, active and associate.

A. ACTIVE DEFINITION: Any individual, firm or corporation which is engaged in the operation of a broadcasting station or which holds a construction permit for such a station within the United States or its dependencies shall, subject to the approval of the Board of Directors as hereinafter provided, be eligible to active membership in the association to the extent of one membership for each station which it operates; provided, where an individual, firm or corporation operates two or more stations he or she shall be ineligible for membership for the lesser station or stations with respect to dues classification, as hereafter provided, unless the larger station or stations with respect to dues classification is in membership.

Whenever active membership is in the name of a firm or corporation, such firm or corporation shall certify to the secretary-treasurer of the association the name of an owner, partner, an officer, or an executive whose time is devoted principally to the broadcasting business of such firm or corporation and such individual may represent, vote and act for the member. Each active member shall be entitled to one vote for each active membership and shall be entitled to participate in all affairs of the association.

B. ASSOCIATE DEFINITION: Any individual, firm or corporation engaged in any business or profession connected with broadcasting but not such as to come within the requirements for active membership shall, subject to the approval of the Board of Directors, be eligible to associate membership in the association. An associate member shall not be entitled to any vote **(except as a member of a committee to which he has been duly appointed).**

NAB ALUMNI at housewarming for new quarters were (seated, l to r): Andrew W. Bennett, former counsel; Neville Miller, ex-president; Edward M. Kirby, ex-public relations director; Paul Peter, ex-research director. Standing, Lynne C. Smeby, ex-engineering director; Joe Miller, ex-labor relations director; Howard S. Frazier, ex-engineering director.

Hearing Date Set for WJR, WCKY Clear Channel Cases

RE-ARGUMENT on the WJR Detroit and WCKY Cincinnati appeals from FCC daytime grants on their respective clear channels was called by the U. S. Court of Appeals for the District of Columbia last week.

The re-argument was scheduled for June 11, to be heard by five judges. It will be concerned principally with the clear channel stations' claim that the daytime grants would cause interference, which in effect modifies their licenses, and that therefore FCC should have held hearings.

WCKY on the 1530-kc 1-B channel with 50-kw is appealing from a 10-kw daytime grant to Patrick Joseph Stanton, Philadelphia. It already has won from the court a stay order pending completion of litigation [BROADCASTING, April 28]. WJR, a 50-kw 1-A station on 760 kc, is appealing from a 1-kw daytime grant to Coastal Plains Broadcasting Co., Tarboro, N. C. The WJR appeal was first heard in March [BROADCASTING, March 17]. WJR has since petitioned the court for a stay order stopping effectiveness of the Tarboro grant.

On the day of the re-argument, the court also will hear arguments on WJR's appeal from another daytime grant on its channel—that to Southeastern Broadcasting Co., for daytime use of 760 kc with 500 w at Clanton, Ala. On the strength of the stay order in the WCKY-Stanton case, WJR also has asked for one against the Clanton authorization [BROADCASTING, May 12].

Meantime, WHAS Louisville filed a brief with the Court of Appeals in connection with its appeal from a 10-kw daytime grant on its 840-kc channel to Oklahoma A. & M. College, Stillwater, Okla. At the same time WHAS asked FCC to "maintain the *status quo*" until the appeal is decided, pointing out that since the grant FCC has called the skywave hearing and is now withholding action on all remaining applications for daytime use of U. S. 1-A and 1-B channels.

K and E Shifts Personnel In Several High Posts

CLARE OLMSTEAD, formerly Hollywood manager of McCann Erickson, effective May 26 succeeds John Swallow as Kenyon & Eckhardt Hollywood manager, while Jesse Butcher, formerly publicity director of the USO, joins K & E as business manager.

Alfred Norcott, formerly associated with General Motors, has been appointed business manager of the K & E publicity department in New York.

John Swallow becomes vice president and advisor to the Ojai Broadcasting Co. (KVVC Ventura County, Calif.). He will also maintain his own firm, Television Enterprises, and his position as radio consultant to KYOR San Diego.

At Heritage Meeting

BROADCAST industry figures took part in a conference held at the White House Thursday under auspices of the American Heritage Foundation and Attorney General Tom Clark. The foundation is underwriting a Freedom Train tour of the nation this autumn to let the public see early American documents. Among the 150 participating were Niles Trammell, NBC president; Earl Gammons, CBS Washington vice president; William B. Ryan, general manager, KFI Los Angeles; Edgar Kobak, MBS president; James D. Shouse, president WLW Cincinnati; Paul W. Morency, vice president and general manager, WTIC Hartford; George Cranston, station manager, WBAP Fort Worth, and Hugh Terry, KLZ Denver.

WDUZ
GREEN BAY, WIS.
BEN LAIRD PRES.

THE QUALITY STATION

COMPLETE METROPOLITAN COVERAGE

DAY and NIGHT

WRITE TO
National Representatives
HOWARD WILSON CO.

49.5%
of all Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
•
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

1540 kc Outlets Are Granted Albany, Durant, Fort Worth

(*Other Grant Story on page 75*)

THREE NEW authorizations on 1540 kc were given last week by FCC. The grants: 10 kw unlimited at Albany, N. Y., to Patroon Broadcasting Co.; 250 w unlimited at Durant, Okla., to Texhoma Broadcasting Co., and 5 kw day and 1 kw night, at Ft. Worth, Tex., to East-West Broadcasting Co.

The Albany grant is the third for that city since issuance by FCC of its order for deletion on August 31 of WOKO Albany on grounds of hidden ownership. Previous grants had been announced by the Commission at the end of its temporary expediting procedure and went to Champlain Valley Broadcasting Co., 10 kw on 850 kc, and Hudson Valley Broadcasting Co., 590 kc, 5 kw day and 1 kw night [BROADCASTING, May 5]. In addition to WOKO (1 kw local sunset, 500 w night on 1460 kc), Albany presently is served locally by WABY, 250 w on 1400 kc. Applications presently are being accepted by FCC for the WOKO facilities. Request of Van Curler Broadcasting Co. has been pending.

Last week's 1540 kc authorizations resulted from adoption by the Commission of an order granting the petitions of Patroon, Texhoma and East-West Broadcasting Cos. for severance of their respective applications from consolidated proceeding and grant.

In considering the proposed findings offered by applicants the Commission indicated that none of the parties interposed objection to these grants, with exception of a petition by Josh Higgins Broadcasting Co., concerning certain protection its station KXEL Waterloo, Iowa (50 kw on 1540 kc). FCC stated that this protection had been assured through voluntary cooperation of the parties involved so that the relative portions of the petition became moot. Having no objections, the Commission therefore ordered dismissal of the Higgins petition insofar as it requested protection to KXEL from the proposed operations granted.

Still in Proceedings

Still in the consolidated proceeding and seeking facilities on 1540 kc are: Louisiana Broadcasting Co., New Orleans, 50 kw unlimited directional; Bayou Broadcasting Co. Inc., Baton Rouge, La., 250 w unlimited; The Galveston Broadcasting Co., Galveston, Tex., 1 kw day and 250 w night, directional night. KXEL petition asks continuance of its exclusive nighttime assignment or other appropriate relief. Bayou Broadcasting has pending a petition for leave to amend its application to request 50 kw day and 10 kw night, with directional night.

Buzzing over the industrial and residential sections of the fifth richest market in the United States are the planes advertising WJW programs. Giant streamers alert the Cleveland public to the better programs WJW offers. WJW is the only Cleveland station using aerial advertising constantly to promote its programs.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Casey Leaves WOL; Returns to St. Louis

Roy Passman, WTOP Program Operations Head, Is Successor

ARTHUR J. CASEY, since 1944 executive assistant to Merle S. Jones, until recently general manager of WOL Washington [BROADCASTING, May 19], has resigned and is returning to St. Louis, where he was with KMOX for 11 years before accepting the Washington appointment and where he has maintained a residence during his absence. Mr. Casey said last week that he expects to announce his future plans soon.

Joining the staff of KMOX as a producer in 1933 following several years in the theatre, Mr. Casey soon became production manager. When Merle S. Jones was named general manager of the St. Louis CBS outlet in 1936, Mr. Casey became his executive asistant in charge of public relations. He also did public relations work in St. Louis for the Union Electric Light and Power Co., Southwestern Bell Telephone Co. and the Pet Milk Co.

Recognized as one of radio's outstanding producers, Mr. Casey has originated many network feeds. He was equally successful in the theatre, and from 1921-1933 operated reportory companies under the firm name of Arthur Casey Productions Inc. at the following theatres: Orpheum, St. Louis; Palace, Houston; Orpheum, St. Paul, and Cox, Cincinnati.

Passman to WOL

Roy Passman, WTOP Washington director of program operations, succeeds Mr. Casey at WOL on June 9. Mr. Passman will be responsible for the complete program operation of the station.

Mr. Passman joined the CBS Washington station in 1935. He has been on the staff continuously since then with the exception of a year's overseas war service with OWI. From January 1944 to the following year he was traffic manager of the OWI's ABSIE station in London. He returned to WTOP as production manager in 1945.

SOLD!

KRNT Salesman Elliott Sells Big Retail Account

L to r: Messrs. Swartz, Dillon, Hempleman, Elliott, Cornelison.

THEY CROWNED a salesman of KRNT Des Moines a few weeks ago. Crowned him in the regal sense, that is. And he deserved it. Paul Elliott, the lucky man, sold a contract to the New Utica, local clothing store, for sponsorship of all sporting events broadcast over KRNT for the next 52 weeks. KRNT believes it to be the largest retail store radio billing in Iowa. The firm also sponsors a nightly newscast by Russ Van Dyke.

Mr. Elliott was ushered to the improvised throne and crowned with a crepe-paper crown, while Phil Hoffman, KRNT manager—and a Cowles vice president!—and Bob Dillon, station's commercial manager, knelt before him in front of a gathering of the staff.

Present at the big signing were B. L. Hempleman, manager of the New Utica; Mose Swartz, firm's advertising manager; Mike Cornelison, New Utica merchandising manager; and Messrs. Hoffman, Elliott and Dillon of KRNT.

A planning board of KRNT and New Utica executives, headed by Jon Hackett, KRNT sports director, will be set up to map the sports coverage throughout the year.

White Bill Analysis

(Continued from page 13)

those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the Chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions. Experience has amply demonstrated that the Chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the Act. As to these other duties, an attempt also has been made to clarify the status of the Chairman and to make him, and him only, the official spokesman and representative of the Commission in certain important respects.

When the present act was before the Congress in 1934, the bill passed by the Senate provided for a mandatory separation of the Commission into divisions as is now proposed by this bill but this plan was later abandoned and the present Commission has been operating under a law which permitted but did not require it to organize itself into divisions. In recent years, the division plan has been entirely abandoned by the Commission and it seems obvious that such abandonment has operated to the detriment of orderly procedure and to wise administration and regulation. Students of this legislative problem are thoroughly convinced of the wisdom of the mandatory division plan for at least two important reasons. They recognize that there are fundamental differences in the two classes of communications; that rate making and public utility concepts are the very essence of private communication but have little, if any, application to communications with the public directly; that there has been a tendency upon the part of the Commision to confuse the two and to apply the same concepts and philosophies in the regulation of the two. This tendency must be avoided. Secondly, it is apparent that the subject of public or mass communications and the problems incident to the regulation thereof are so interesting and attractive that they draw public attention; that on the other hand, there is very little of news value or opportunity for publicity in the regulation of common carriers and this has had the result of centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and of preventing the giving of sufficient attention to equally important problems relating to private communications.

The changes proposed in these two sections would bring about a much needed and desired separation of the judicial and regulatory functions of the Commission; would contribute to a sounder knowledge on the part of the commissioners of the communication problems committed to them; would make for orderly procedure and harmony of decision; and would speed up the disposition of cases before the Commission and the divisions thereof.

Definite authority is given to the Commission or to either division to assign or refer to an individual commisioner or to a body composed of an employee or employees, any portion of its work, business, or functions but with an assured right of review by the Commission or the appropriate division. This obviates the necessity for full Commission or division action in cases where this is not believed necessary. It should result in speedier consideration and decision.

Section 6
(Annual Report)

This section amends section 4 (k) of the present Act and is intended to make more clear and definite what shall be contained in the annual report filed by the Commission. Briefly, the Commission is to furnish annually (1) information and data bearing on the problems of regulation of interstate and foreign wire and radio communication; (2) information on the general administrative operations of the Commission so that Congress may readily understand what the Commission has done or failed to do; (3) information concerning personnel employed during the year and their experience, etc., and those resigned or discharged; (4) information in detail of all sums expended by the Commission, for what purpose and under what authority; (5) specific recommendations on necessary additional legislation and the reasons therefor.

Section 7
(Chain Broadcasting)

This section amends subsection (i) of section 303 of the present act and is designed to expressly limit the Commission's rule-making power with respect to stations engaged in chain broadcasting only to the physical and technical phases of regulation. It would limit the effect of the opinion of the Supreme Court handed down May 10, 1943, in the case of National Broadcasting Company Inc., et al., v. U. S., et al. (319 U. S. 190), which generally has been considered as an example of judicial "law-making" of authority not granted in the act. It should be noted here that the Commission's chain-broadcasting regulations involved in this section are, in substance, made a part of this bill in section 19.

Section 8
(Records of Programs)

This section amends subsection (j) of section 303 of the present act which gives the Commission authority to make rules and regulations requiring stations to maintain records of programs and similar technical details. The proposed new language is designed and intended to accomplish two purposes: (1) To enlarge in specific terms the requirement for certain types of information not originally provided for; and (2) to limit the authority of the Commission, now apparently exercised under the authority of section 308 (b), to require reports and information from licensees which are not necessary to carry out its regulatory function.

Section 9
(License Allocation)

This section amends subsection (b) of section 307 of the present act to make more definite the existing language regarding allocation of licenses, frequencies, and hours of operation by the Commission. It is designed to bring about a fairer distribution of radio broadcast facilities in the country and at the same time discourage a policy which grants licenses wholesale simply on "demand."

Section 10
(License Renewals)

This section amends subsection

(Continued on page 82)

★WRRF★
5000 WATTS, 930 KC
WASHINGTON, N. C.

★WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

If you want to cash in on sales in the "as good as gold" market of Eastern North Carolina, you have to know your ABC'S . . . WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Vogue

That's How Much I Love You

On Transcriptions: CAPITOL—Hal Derwin; MacGREGOR—Barclay Allen; STANDARD—Jack Fina; LANG-WORTH—Randy Brooks.

On Records: Bing Crosby—Dec. 23840; Frank Sinatra—Col. 37231; Louis Prima—Maj. 2107; Eddy Arnold — Vic. 20-1948; Alvino Rey — Cap. 363; Wally Fowler—Merc. 6031; Fred Kirby—Sonora 7023; Red Foley—Dec. 46028.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

White Bill Analysis

(*Continued from page 81*)

(d) of section 307 of the law which now provides that Commission action on renewals of licenses is limited to and governed by the same considerations and practices which affect the granting of an original license. The proposed new language would make the procedure in such cases conform in every particular to the procedure set out for original applications proposed in section 12 of this bill. It is designed to bring about orderly procedure under law.

Sections 11 and 12
(Licensing Procedure)

These sections amend sections 308 and 309 of the present act. They are designed to make more definite and certain the procedure to be employed by the Commission in the exercise of its radio-licensing function. These amendments are made necessary by the restrictive character of the language in the present act and by the disposition of the Commission to give that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants in many cases of the right to be heard before their applications are denied and also to deprive persons adversely affected by actions of the Commission an opportunity to be heard before the Commission.

Section 11 would make clear that all instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus should, in general, be the subject of a written application. Provision is made, however, for authorizations in emergencies or in times of war without the filing of a formal application. It is also proposed that the Commission may not, except as specifically provided in section 14 of this bill, modify or revoke an existing license and that no transfer proceedings may be utilized by the Commission for the purpose of disciplinary action designed to punish a licensee for his actions as such.

The amendments to section 309 contained in section 12 of this bill make clear that any person filing an application is entitled as a matter of right to have that application handled in a definite procedural way. This is not assured under present practice of the Commission. The procedure to be followed in the handling of applications is that which was successfully followed by the Commission for a considerable period of time pursuant to rules and regulations prescribed by it but the method was abandoned on the apparent theory that the Commission was according to applicants and others in interest greater rights than those specified by the act. Since the right to notice and hearing is the very essence of orderly procedure, amendments which leave no doubt that such rights are secured are absolutely imperative. Specifically, the amendments proposed to section 309 will make it possible, as at present, for the Commission to grant any application without hearing if convinced that the statutory standard will be served thereby. But it will provide a method whereby any person who has the right to challenge the legality or propriety of such a grant by appeal from the Commission's decision can make his complaint first before the Commission—a guaranty which the present law does not contain. The proposed language makes clear who have rights, what their rights are, and exact procedural steps in accordance with recommendations of the Attorney General's Committee on Administrative Procedure.

Section 13
(Transfer of License)

This section amends section 310 (b) of the present act to make certain that no station license granted by the Commission may be transferred without Commission approval and makes definite the procedure to be employed by the Commission in passing upon the merits of such applications. The necessity for provisions of this character arises out of the failure of the present transfer section to refer to construction permits as well as licenses, and its failure to specify either the procedure to be employed or, with sufficient certainty, the standard to be accepted which controls the ultimate decision.

Section 14
(Revocation of Licenses)

This section proposes extensive revision of section 312 of the present act which deals with revocation of licenses. The present law permits revocation by the Commission for false statements either in the application or in the statement of fact which may be required under the licensing provisions; or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission to refuse to grant a license on an original application; or for failure to operate substantially as set forth in the license; or for failure to observe any of the restrictions or conditions of the act or of regulations of the Commission authorized by the act or a treaty ratified by the United States. Thus, revocation is the sole administrative penalty in the case of violaters ranging from the most serious to those who may innocently violate regulations of the Commission on technical matters.

It is believed that some method short of absolute revocation should be provided for lesser violations and at the same time make the section effective to deal with violations of all types, since understandably the Commission has been reluctant to proceed with drastic penalties for minor violations. Accordingly, it is proposed that for many of the less serious violations the Commission may undertake cease and desist procedures, carefully spelled out, and subsequent violation of such a cease and desist order is cause for revocation. Revocation is also authorized for conditions coming to the attention of the Commission which would have warranted the Commission to deny a license originally. An additional provision is included dealing with modifications of licenses or construction permits by the Commission under a definite procedure which allows the holder a hearing, if he requests it.

Section 15
(Political Broadcasts)

This section is a revision of section 315 of the present act, which deals with the use of radio stations for broadcasting in political campaigns. Section 15 of the present act merely provides that the Commission has no authority to require a licensee to permit the use of his station for a political campaign. In the proposed revision, that prohibition against the Commission remains, but it is provided that if the licensee does permit the use of his station for a political campaign, certain conditions and obligations shall obtain.

In brief, these conditions are as follows:

(1) If a legally qualified candidate in any election, or a person designated by him is permitted the use of a station for participating in a political campaign, then equal opportunity must be granted each of the candidate's opponents or persons designated by them. Similarly, if a person is permitted the use of a radio station in opposition to a candidate, then the candidate, or someone designated by him, must be given equal opportunity;

(2) If an official of a regularly organized political party, or a person designated by him, is permitted to use a radio station, then the corresponding official of all other regularly organized political parties, or persons designated by them, must be given equal opportunity;

(3) During a political campaign no station shall make facilities available for or against any candidate except to a candidate for the same office, or a person designated by him, or by a person designated by the responsible official of a regularly organized political party whose candidates' names appear on the ballot;

(4) If any person is permitted the use of a station to speak for or against any public measure to be voted upon as such in an election, the licensee must afford equal opportunities and an equal amount of time in the aggregate for the presentation of each different view on the measure or question;

(5) Political broadcasting or the discussion of any question to be voted upon shall not be permitted by a licensee for a period beginning 24 hours prior to election day and continuing throughout that day, in conformance with the rule governing general political advertising in newspapers;

(6) Neither the licensee nor the Commission shall have any right to censor in any way any political broadcast and the licensee is exempted from liability for any libel or slander by any person speaking under the provisions of this section.

The term "equal opportunities" is defined to make clear that it covers not only time and number of stations used but also cost, if any, for such use of facilities.

Section 16
(Censorship)

This section amends section 326 of the present act which deals with the general subject of censorship. It is designed to make manifest and the subject of specific statutory declaration principles which should have been sufficiently clear from an examination of the present law in its entirety. Subsection (a) specifically states that the Commission is to have no power to regulate the business of the licensee of any radio broadcast station, except where that power is specifically conferred by the act itself. It is designed to prevent the elastic stretching of the words of the statute into tortured constructions that go beyond congressional intent. Subsection (b) provides a more comprehensive prohibition against censorship than is now in the act

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station
Studios and General Offices
Georgian Terrace Hotel
Mike Benton, Pres. Maurice Coleman, Gen. Mgr.
General Broadcasting Company

and also makes clear that the Commission has the authority in any case where application for renewal of a license is made to examine the over-all operation of the licensee to determine whether or not the operation has satisfied the statutory standard.

It should be noted here that this section involves a most troublesome question. It is an axiom of administrative government, such as the quasi-judicial agencies, that some discretion must vest in the good judgment and common sense of the administrators. It is impossible for a statute to spell out every detail. And this is even far more difficult in the case of regulation of non-common-carriers. It is virtually impossible to spell out specifically in a statute just what "the public interest, convenience, and necessity" means or does not mean. Therefore, regardless of what many well-intentioned and conscientious people may believe, the regulatory agency must be given some degree of authority to determine, case by case, whether there has been operation in the public interest, convenience, and necessity. One of the principal complaints against the Commission has been that it has interpreted the public interest in such manner as to discriminate between licensees. It has compelled licensees to vary, modify, or change program content or methods of doing business by withholding renewals, or by other methods without granting hearings and making specific charges or complaints. The Commission has no such power now, it was not intended to have such power and this bill would not grant it such power. But as the regulatory agency, the Commission should have and does have the authority to grant or deny renewals of applications based on findings as to whether a licensee has operated in the public interest. So long as the licensee or applicant has a clear, definite and orderly procedure to seek a final determination on the question in the courts, there can be no criticism of the regulatory function granted by the Congress.

The proposed language of this section does not take away the Commission's authority to make a finding whether or not a licensee has operated in the public interest; it is, in fact, affirmed. But it also makes clear that the Commission does not have the authority to tell a licensee, directly or indirectly, what he can broadcast or cannot broadcast, or how he should run his day by day business.

Section 17
(Discussion of Public Questions)

This section adds two new sections to the Communications Act dealing with the discussion of public questions, section 330 and 331.

It will be remembered that section 15 of this bill dealt with political broadcasting in a political campaign. Section 330 here proposed sets forth conditions governing broadcasting of public or political questions which do not fall within the purview of the political campaign broadcast section. It is proposed that if a licensee permits the use of his facilities for the discussion of any public question or issue, he must afford equal opportunities for the presentation of different views on the question or issue. Equal opportunities is defined as in section 15 so that all will have the same treatment, as to time on the air, the number of stations, cost, if any, and all other pertinent factors. It is obvious that some provision is necessary to meet the sharp criticism regarding lack of fairness and equality on the air that frequently has been expressed in recent years. This proposed language is intended to accomplish that result. It provides, of course, that neither the Commission nor the licensee shall have any authority to censor or alter what is being said, except that material advocating overthrow of the Government by force or violence may be rejected by the licensee and he shall have the right to have a copy of the material to be broadcast in sufficient time to examine its contents.

The other proposed new section, section 331, provides that certain specific identification data be made known to the listening public in all cases of political broadcasts or discussions of public questions coming under sections 315 and 330. These identification data include not only the name of the speaker or speakers and the subject under discussion, but likewise the capacity in which the speaker appears, that is, whether on his own account as an individual, candidate, or public officer, or as the representative, advocate or employee of another; how the time for the broadcast was made available, and if paid for, by whom. However, in the case of a public officer, speaking as such, only the name of the speaker, the office held by him, whether elective or appointive, and by whom the power of election or appointment is exercise is required as identifying data.

It must be obvious that the public has the right to know certain pertinent facts regarding a person who is seeking to convince them of particular views on important questions. Too often, advocates of a particular policy or issue have appeared under false colors; sometimes they have been politically beholden to the one for whom they spoke; other times they were employees of those espousing a particular course of conduct. But the listening public never knew the facts. This section is designed to bring these facts out in the open; it does not stop use of radio broadcasting; it merely provides for honest labeling.

Section 18
(Source of News)

This section also proposes a new section to the act relating to identification of source in news items and discussions of public events over the radio. It provides that in the broadcasting of news items and in any analysis of or comment on current events, the source of the material shall be identified, and that editorial and interpretive comment on news shall be identified as such. It is designed to make clear to the listening public what portion of a so-called news broadcast is, in fact, news and what is its source, i.e., a news agency, the news staff or the radio station, or a special correspondent; and to separate the news from the editorial comment or interpretation or analysis. While there is no requirement in this section that those who broadcast news reports and commentators shall be identified in the detail required in political broadcasts, this section is intended to give the listening public an opportunity to know what is fact and what is the editorial opinion or interpretation by a speaker.

One of the largest radio networks already has undertaken to follow this policy and is worthy of commendation for it. It is common knowledge that in many so-called news broadcasts, not even the most-discerning of listeners is able to separate fact from opinion. The factual news is so interlarded with comment, personal viewpoint, and interpretation that the listener is hardly aware when he is hearing fact and when he is hearing opinion. There is no desire to prevent the broadcasting of opinion or comment; many listeners appreciate and even value the particular individual viewpoint of a particular commentator and they would not be deprived of that interpretation. It should be emphasized that the proposed section is not a limitation on free speech and cannot be so construed or interpreted. It does not limit access to the radio by any speaker, analyst, or commentator: it does not limit or modify in the slightest degree what he may say. It does require honest labeling and identification. It is designed to bring into general operation in the industry a policy which will avoid distortion of the news, to separate fact from fancy, to make news reporting over the radio as factual as possible without at the same time interfering with the right of free speech.

Section 19
(Station Ownership)

This section proposes a new section, section 333, to the Communications Act, relating to chain broadcasting and station ownership.

It proposes positive and unequivocal statutory prohibitions against certain contractual relationships between the licensees of broadcast stations and network organizations and on ownership of radio stations. It should be emphasized that such prohibitions, in generally similar terms, are presently in effect but as rules and regulations of the Commission and have been conformed to by all licensees. But there is a serious question whether or not the regulatory agency had the statutory authority to make such rules. This section would make clear that the Commission has no power either over the subject of the contractual relationship between stations and networks or over limiting ownership of stations and reaffirms the power and authority of Congress and law.

More specifically, the so-called "network regulations" promulgated by the Commission would be rendered inoperative and the decision of the Supreme Court of the United States in the case of National Broadcasting Co. Inc., et al., v. U. S., et al., decided May 10, 1943, would be made inapplicable to sec-

(Continued on page 86)

Upcoming

June 2: Daytime Skywave Hearing, FCC Headquarters, Washington.

June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.

June 9: Informal Engineering Conference on Network Television, FCC Headquarters, New Post Office Bldg., Washington, D. C.

June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.

June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

June 23-24: North Carolina Association of Broadcasters Convention, Ocean City Hotel, Morehead City, N. C.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 20 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Topnotch program director needed. 5 kw midwest network station now 250 watts is expanding and stepping up its program department. Prefer man who can do topnotch programming along with some announcing, including news and special events. Send complete details, including salary, experience last three places of employment, salary desired, audition disc and photograph to Box 460, BROADCASTING.

Need soon program director with plenty ideas public service and commercials. Writing and announcing ability essential. Must have disc and history with references. Box 453, BROADCASTING.

Radio script writer, immediate opening, national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nation-wide transcribed dramatic shows, local and regional broadcasts; also promotional and public relations activities. Advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume with first reply. Address Box 456, BROADCASTING.

Topnotch announcer needed by fast growing midwest network affiliate. Now 250 watts has CP for 5 kw. Want experienced man capable of doing an all-round job. Send complete details, experience, photograph, salary desired and audition disc to Box 461, BROADCASTING.

FOR SALE OUTRIGHT

Two quiz shows. One five minute transcribed show, 39 episodes, additional 39 scripts—musical background. And a half-hour live script syndicated show. Both these shows have been tested and approved by sponsors.

Sacrifice for immediate buyer.
Box 522, BROADCASTING

FOR SALE:
1000 watt daytime AM station. Located in midwest—excellent market. Primary coverage 850,000. Priced for quick sale.
Write Box 484,
BROADCASTING

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

Station manager available July 15. Nine years background in local and network operation. Experience includes national and local sales, programming, station management, construction. Prefer western market. Box 485, BROADCASTING.

Help Wanted (Cont'd)

Think you can fill early morning jockey spot? Man we want is short on experience but long on personality for established talent-paying show. Send disc and tell why you think you qualify. New England. Network affiliate. Box 492, BROADCASTING.

Local network station in southwest needs good all-round announcer. Guarantee $250 per month or better for 45 hour week for announcer capable of handling musical programs, news, interviews, etc. No beginners as we have two trainees now. Send letter with details of experience and references. Want man who will make this his home and become part of community. Address Box 493, BROADCASTING.

Somewhere there is a gal now in radio who has a flare for audience promotion and copywriting. We have a position for her in a fast growing 250 watt network station that has a CP for 5 kw in the middlewest. Send complete details, experience, references, salary desired and photograph to Box 462, BROADCASTING.

Give me a good announcer. Send short transcription. Job pays up to $75.00 weekly. This job is for a good announcer only. WMLO. Milwaukee.

Dependable southern announcer with good selling voice and experience in sports. Send full details and audition discs. No wires. Emmet H. McMurray, WJPR, Greenville, Mississippi.

Commercial manager. Permanent, attractive position capable man. Station will operate 5000 watts this fall. Send details and picture to Dietrich Dirks, KTRI, Sioux City, Iowa.

Woman radio personality needed who can write and do air work on programs of women and children interest. Send transcription, photograph, and references to KALL, Salt Lake City, Utah.

WSKB, McComb Mississippi—Granted increased power, has immediate openings: (1) top salesman; (2) good sports announcer; (3) woman director-announcer home-makers program, also sales; (4) beginner veteran operator, first radio-phone. Airmail full particulars.

A topnotch announcer, control room operator needed by KHMO, Hannibal, Mo. At present 250 watts, have reconstruction permit for 5 kw. Your opportunity to get in a growing organization. Send complete details, salary expected, experience, references, and audition disc to Wayne W. Cribb, General Manager Radio Station KHMO, Hannibal, Missouri.

Announcer-operator with ticket. Send photo, disc if possible and experience. New modern furnished apartment at station. $35.00 per month, all utilities furnished. Trout fishing practically at back door. Airmail, wire or phone. KPRK, Livingston, Montana.

Experienced announcers needed now as West Virginia's pioneer FM station expands. Unusual "ground floor" opportunity in radio's "Finest Medium." Excellent working conditions. Send disc, photo, details including expected salary to W. S. Jackson, WCFC, Beckley, West Virginia.

Wanted: Experienced announcer for 1000 watt daytime Mutual affiliate. Good opportunity for right single man. Send disc, photo, references. WTOB, Winston-Salem, North Carolina.

Announcers—Two conscientious, industrious men capable of handling news, music, sports and special events. Forward complete information and disc to William M. Harris, Manager, Radio Station WHOB, Gardner, Mass.

Program director-chief announcer job open on ABC affiliate station. Want a man over thirty with common sense. Rocky Mountain region. Send references. Write Box 519, BROADCASTING.

ABC affiliate station in Rocky Mountain region has opening on announcing staff. Will consider inexperienced man on G.I. training. Include references in application. Write Box 518, BROADCASTING.

Salesmen that sell — copywriter-announcers. RRR, Employment Bureau, Box 413, Philadelphia.

Technicians—sales engineers (amateur experience). RRR, Employment Bureau, Box 413, Philadelphia.

Help Wanted (Cont'd)

Woman's editor for established New England 5000 watter. Prerequisites: good voice, personality, proven writing ability. Handle some continuity, broadcast daily woman's program. Will discuss salary. Box 464, BROADCASTING.

Excellent opportunity for copywriter with growing 1000 watt station. Young, ambitious person with experience preferred. Send all information airmail to John C. Hanner, WCPS, Tarboro, North Carolina.

Chief engineer who knows all phases radio broadcast engineering for 10 kw station with complicated directional antenna. Also, must know FM operation and be able to build and operate high powered FM station. Give complete details of past experience and qualifications first letter. Box 523, BROADCASTING.

Situations Wanted

Time salesman—Ten years radio. Exceptional sales record. Married. Box 342, BROADCASTING.

Station manager—Proven ability in building sales, programming and community service relations, new or established station. Have the "know-how", initiative, adaptability and reliability to assume full responsibility and produce topflight results. Box 353, BROADCASTING.

Engineer. First class telephone license. Graduate RCA institute. Veteran, reliable, single. Box 421, BROADCASTING.

College graduate—Announcing background includes newscasting, feature scripts, continuity, commercials. Salary open. Available after July 1. Write Box 430, BROADCASTING.

Announcer-continuity writer, stagnating in present position, desires straight announcing. Salary secondary to opportunity. Single, willing to travel. Disc and photo on request. Box 435, BROADCASTING.

Radio engineer, university graduate, phone first license. Conscientious, reliable, ambitious. Veteran desires position with progressive western station. Available immediately. Box 442, BROADCASTING.

Newscaster-announcer. Two years experience. Desire permanent position with advancement opportunities. References, disc and photograph on request. Box 448, BROADCASTING.

Announcer. Mature with 15 years theatrical experience and one year commercial announcing 1000 watts Mutual affiliate. Desire permanent connection with small progressive station with opportunity to grow with station and community. Three years overseas USO unit. Just completed approved radio school refresher. Disc on request. Box 452, BROADCASTING.

Senior experienced commercial manager available immediately. Prefers 250 watt network operation. Ideas and plans that sell broadcasting service guaranteed in most any market. Cooperative with traffic and program departments. Understand all phases of radio commercial procedure. Dependable business man. Over six years on last job. Family. Prefer middle east or middle west. Personal interview desired. Excellent contacts with national advertisers. Steady increased billing assured. Interested parties please reply promptly. Box 454, BROADCASTING.

Announcers—Two college men, 26, 27, veterans, married. Experienced play-by-play sports, color, newscasting, writing, competent commercial announcing, music—both popular and classical. Box 459, BROADCASTING.

2 announcers—Presently employed as program director and chief announcer desire change due to geographical reasons. Work as team on any type program. Excellent voices. Discs and excellent references available on request. Will consider all offers. Box 467, BROADCASTING.

Manager desires change. No high pressure, just good sound management. Qualified in all phases of operation. Prefers south. Salary or commission. First letter will tell the story. Write Box 468, BROADCASTING.

Chief engineer—Age 37, ex-Signal Corps captain, married, children, 13 years installation, maintenance, operation network 50 kw with directional antenna. Have just completed installation of 1 kw standard broadcast station. Capable of making field surveys. Experience with developmental FM. Available immediately. Qualified to handle your installation or engineering department. Prefer southwest. Box 469, BROADCASTING.

Engineer. 1st class license. 4 years experience. Vet. Desire North Atlantic states. Box 473, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Long on ability—short on experience. Doing part time radio work in Chicago. College. Go anywhere—prefer south, southwest. Operate turntables and controls. Disc available. Married. Looking for permanent position. Box 481, BROADCASTING.

Program director-newscaster, seven years experience, employed, veteran, thirty years old, family man desiring clean town, progressive station. Box 482, BROADCASTING.

Engineer—Active class A amateur, veteran, 38, has brand new first phone license and wants to make broadcasting his career. Small station in small city preferred. Box 483, BROADCASTING.

Chief engineer, extensive experience construction, maintenance, operation including directional arrays. Available June 10th. Box 486, BROADCASTING.

Announcer-newscaster. Would like position in small station, preferably midwest. Will send audition, photo on request. Write Box 487, BROADCASTING.

Staff announcer, continuity writer with small station experience available for staff work. For disc, details, write Box 488, BROADCASTING.

Experienced engineer in commercial radio eight years (four years in AAF radio and radio teletype maintenance and research). CREI trained. At present chief engineer 250 watter, having installed same, but don't like town. Will consider locations in south and east. Need salary sufficient to support wife and car. Box 489, BROADCASTING.

Manager with license. Can sell, announce, and run your station in the correct manner. Years of experience in all phases. All replies answered. Box 495, BROADCASTING.

Looking for top-flight announcer or program supervisor? Try me. Thirteen years experience, ten years with same station. Specialist in sports and special events. Full details and transcription upon request. Box 496, BROADCASTING.

Writer, 15 years experience—11 with large middlewest station. All types continuity. Can edit, produce dramatics. Highest references. Veteran. Box 497, BROADCASTING.

Discharged R.T. aged 21, first class radiotelephone—perfect English, French, good German, seeking position in middle Atlantic or New England states. Box 498, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Minor league baseball player, football and basketball coach desires radio sports position. Limited radio experience. Have done major league exhibition play-by-play. Excellent sports background, good voice and delivery. Married veteran, go anywhere, accept any salary to start. Write or wire Bill Snyder, 8440 4th St., N., St. Pete, Fla.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. I. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Announcer—Employed disc jockey-announcer. Veteran, 26, married. Seeks staff work. Travel anywhere. Disc, photo available. Apt. 104, 1731 West Vernon Ave., Los Angeles 35.

Engineer, 1st class license, vet, RIC graduate, midwest preferred. Henry Graham, 4412 Sheridan, Chicago, Illinois.

Thoroughly experienced manager, program director, announcer. Now general manager of 1000 watt network affiliate in southwest, desires position in east or south. 24, single, college grad. Better than average announcing ability. Excellent references and proven ability. Intelligent, cooperative, dependable. Replies to W. D. G., 306 N. Morris St., Shippensburg, Pa.

Program director-production manager. Veteran with ten years successful experience both network and newspaper owned independent stations. Experience includes announcing and writing. Seek permanent connection with broader opportunities. Presently employed. Age 25, college, married, one child. Best references. Write for complete background. Available after June 15. Box 501, BROADCASTING.

Situations Wanted (Cont'd)

Topnotch announcer, versatile, reliable, experienced major markets, desires immediate change. Minimum $75.00 weekly. Will consider temporary job in unusually good spot. Box 502, BROADCASTING.

Take five—and listen to my disc. Cast an eye over these qualifications: Married vet: congenial, responsible, mature. Trained Radio City school all phases announcing. College and AFRS background. Go anywhere. Salary no problem. Want opportunity to join progressive outlet. Disc, photo, references on request. Box 503, BROADCASTING.

Announcer. Veteran. Graduate leading announcing school, Radio City. Experienced in commercials, newscasts, platter shows. Some knowledge control board. Service experience. Photo, disc, available. Box 504, BROADCASTING.

Announcer. "It's all in the Voice". Yes, here is a voice with a smile that would be asset to any station. Give it that real big-time sound. Grad NBC-Columbia leading radio school Radio City, N. Y. All phases announcing. Proof is in the hearing: Disc on request. Box 505, BROADCASTING.

Announcer. Vet, married. Graduate of large Chicago radio school. Will go anywhere. Disc and photo upon request. Box 506, BROADCASTING.

Announcer. Veteran. Limited experience, now in non-broadcasting network radio. Graduate two accredited radio schools. Prefer west, middlewest. Box 507, BROADCASTING.

Announcer. Veteran. Limited experience, in non-broadcasting network radio now. Desires announcer's position in middle west or west. Graduate of two accredited radio schools. Box 508, BROADCASTING.

Young married veteran, experienced, desires position as announcer in southwest or Pacific Coast. Box 509, BROADCASTING.

Announcer—Want to change jobs. Employed, but hungry to return north, preferably New England. Experienced all phases announcing including console and turntables. Will take summer replacement job if necessary. Box 510, BROADCASTING.

Announcer—Two and half years' experience, college graduate, 27, single, all shows. Presently employed at $60.00 a week. Desire improvement in salary or working conditions, or both. Box 511, BROADCASTING.

Announcer-program director wants position in small, progressive New England station. Many new ideas. Not afraid of work. Personal interview or transcription and picture upon request. Navy veteran. Box 512, BROADCASTING.

Newsman-announcer, sober, reliable, fully experienced. $60.00 minimum. Good working conditions considered before salary. Prefer deep south. Box 513, BROADCASTING.

Experienced chief engineer desires position with a southwest station which has stock for sale. Box 521, BROADCASTING.

Announcer. Some experience all type shows. Recent graduate Radio City school. Responsible and ambitious. Salary secondary. Travel, consider Canada. Box 474, BROADCASTING.

Chief engineer wants new station. FM-AM-TV experience. College graduate. Box 1298, Hollywood 28, California.

Announcer, experienced — desires west coast. RRR, Employment Service, Box 413, Philadelphia.

Program director, prefers east. RRR, Personnel Service, Box 413, Philadelphia.

FOR SALE

REGIONAL STATION

One of the best equipped and most attractive operations in the Southwest located in a large and rich market. A profitable station with an excellent potential. Price $160,000.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	**Ray V. Hamilton**
1011 New Hampshire Ave.	**235 Montgomery St.**
National 7405	**Exbrook 5672**

Situations Wanted (Cont'd)

First class engineer wants move to New England area with progressive station. Now employed 1 kw regional. Advise full particulars, including housing conditions for two, and salary. Box 480, BROADCASTING.

Engineer, four years radio, one year broadcasting, first phone second telegraph. College grad presently employed. Prefer New England or eastern states. Box 479, BROADCASTING.

News editor and writer—Exceptional network experience. Long time background newspaper editorial executive, also editorial writing. 3 years to now editor-writer of a Washington newsletter. Familiar with Government. Salary ideas modest. Box 499, BROADCASTING.

For Sale

For sale, complete with equipment for one kilowatt station operation, all new. Includes antenna, transmitter and miscellaneous studio equipment. Reply Box 472, BROADCASTING.

250 watt AM composite transmitter. Recently taken out of service. Good condition. Box 477, BROADCASTING.

Fairchild recorder in new condition. Immediate delivery. Box 478, BROADCASTING.

For sale—One 350 foot antenna, new, with all accessories. Can make immediate delivery. Box 470, BROADCASTING.

Two (AN-FRR-3) Press Wireless diversity receivers. One in working order, the other needs minor repairs. Box 490, BROADCASTING.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

RCA 250-K 250 watt transmitter, RCA monitoring amplifiers and rack cabinets. WJHP, Jacksonville, Florida.

250 watt transmitter, complete with 1400 kc crystals, approved by FCC and used less than 6 months. Heavy duty power transformer and rheostat control with spare modulation transformer. Ideal for quick inexpensive installation. Available immediately, WSGC Elberton, Georgia.

For sale—New one kilowatt transmitter, available for immediate delivery. Reply Box 471, BROADCASTING.

For sale—Thoroughly approved transmitter in excellent operating condition. Practically new, used only two weeks. Carroll Broadcasting Company, Carrollton, Georgia.

For sale—RCA 69-C distortion noise meter, $475.00; 2 RCA MI-4856 pickup heads, arms and filter, $100.00 each; 2 Audak pickup heads, arms and filters, $75.00 each; Presto 85-E recording amplifier, $319.00; RCA Model 155 oscilloscope, $80.00; Clough Brengle frequency modulated oscilloscope, $125.00; Gates Dynamote, complete, $175.00; Western Electric Cardioid microphone with 24-A stand, $85.00; RCA MI-6203-B Varocoustic microphone, $45.00; Hallicrafters receiver, SX-28, $159.00; Hallicrafters receiver, S-36, AM & FM, $225.00; NC-100-KA National receiver with speaker $120.00. Price F.O.B. Washington. WINX Broadcasting Company, Washington, D. C.

Two Blaw-Knox, 165', square base, self-supporting, insulated towers. WCAO, 811 West Lanvale Street, Baltimore 17, Maryland.

For quick disposal: $1,000 takes 165 foot steel tubular antenna, complete with lights and flasher, guy wires and insulators, available July 1st F.O.B. WASK, La Fayette, Indiana.

Wanted to Buy

Used 1 kw FM transmitter. Box 475, BROADCASTING.

Will buy 310 feet tower capable of supporting FM antenna. Box 476, BROADCASTING.

Wanted—Used equipment for new radio station, 250 watt. Replying give make, year model, and original and present price. Box 494, BROADCASTING.

Wanted—New or used 5 to 1 kw AM transmitter, also associated equipment. Daily Record, Wooster, Ohio.

Miscellaneous

Selling radio advertising—new book of improved selling techniques. 200 pages of advice for salesmen $5. Box 533, Memphis, Tenn.

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

LOOK • E • HERE!!!

The A • 1 Disc Jockey

For *YOUR* Station

MARK SHEELER is looking for a position with some large metropolitan station who can use a disc jockey, who has been one before the name was invented. "Disc Jockey" that is!

VERSATILE is the word for Sheeler. From comedy to drama, all on one disc show. Can sell anything you want, provided the product is lawful.

More information can be obtained about Mark by referring to the April 26th issue of *Radio Vision Magazine* for a complete write-up on page ten.

This man has done everything in broadcasting, including one standing on his head. So help me!

Here's what Mr. Sheeler is willing to do if you're interested: You pay his passage and expenses both ways, and he will put on one air show on your station without any other obligation what-so-ever and let your customers and listeners do the rest. . . . Remember, all this is expected by Mr. Sheeler in just ONE show!

Mark Sheeler may sound like a character, that he is, that he is, BUT a character that will brighten your spot on the dial regardless of the time of day or night.

Remember, Mark will make $ for you, but that works two ways.

Mr. Sheeler is presently employed, but now quotes Dewey, "It's time for a change."

Only large metropolitan stations need apply. No disc is available as no disc can do justice for the man that is destined to replace Bob Hope when he runs out of roads.

Do you hear the knock on your station door? No it isn't Dick. It's Mark and opportunity. You'll be wise to answer!

WRITE OR WIRE! BOX 500, BROADCASTING

White Bill Analysis

(Continued from page 83)

tion 303 (i) of the act as proposed to be amended by section 7 of this bill. These limitations on contractual relationships between licensees and network organizations are aimed at preventing the continuance of certain practices which, in the opinion both of the regulatory agency and most independent radio station operators, have proved inimical to the individual licensee and to broadcasting generally. They are designed to free the individual licensee from contractual restrictions imposed by networks because of the latter's superior bargaining position. They are not intended to be and should not be construed as a condemnation of networks or of normal station-network relationship which has been beneficial in many respects. These limitations are phrased in such a manner as to be well understood by the industry and are in substance such that they will lend themselves to speedy and convenient compliance.

Of the several prohibitions, it is believed that only two require some explanation. The first is in paragraph 1 which is designed to prevent a network from requiring a station to carry only the programs of that network. It would permit any station to carry the programs of any network on time which is not contracted for, and in the case of contractual option provisions, to carry such programs in event the option has not been exercised. The effect is simply to permit a station to sell that portion of its unused option time to a second network, but subject to the initial option. The restrictions contained in paragraph 4 relate only to option time and would not prevent any station from carrying as many network programs as it deems necessary in the service of its listening public. The restrictions would, however, operate as a limitation both upon the time which any one network may option from any one station, and upon the time which any station may option to all networks.

Subsection (b) prohibits the ownership or operation of more than one network by any person or corporation. This prohibition has been in force for several years by Commission rule and regulation and it is merely proposed that Congress and the law shall make this prohibition rather than the Commission through broad interpretation of the statute.

Subsection (c) proposes that one year after the enactment of the bill, the Commission shall not permit any person to own or control in the same area more than one broadcast station in any single band nor may any person own stations in any single band which in the aggregate give a primary service to more than 25% of the total population of the United States.

It is important to note two sets of facts in connection with the proposed limitations on ownership:

First, the Commission by rule and regulation already has banned the ownership by one person of more than one station serving substantially the same area or the ownership of more than six frequency modulation stations or five television stations. Moreover, it has indicated in a recent hearing that it does not look with favor on the ownership of more than six amplitude modulation stations by one person. While the Commission has apparently issued such rules under its own broad interpretation of "public interest, convenience and necessity," it is proposed by this bill that Congress itself, through the statute lay down the policy rather than permit so important a policy determination to be made by administrative edict.

Secondly, it should be emphasized that Congress is here dealing with a field which has a natural restriction of its own; the frequency bands are not limitless and will accommodate only a limited number of users. It is obviously poor public policy to permit a field already limited by natural law to be monopolized by a relatively few users. It is axiomatic in a free democratic society that competition not be restricted by statute and that monopoly be avoided. This policy is doubly important in an art so heavily invested with public interest as is radio broadcasting.

It should be pointed out that these proposed limitations on ownership are not burdensome and will work no great hardship on existing licensees who own more than one station. Each licensee would be permitted to own in each field — amplitude modulation, frequency modulation, television, and facsimile—that number of stations which serve up to one-fourth of the 140,000,000 people of the United States. While the right to the "eyes" and "ears" of 25 per centum of the total population may be criticized as a step in the direction of monopoly, actually no one licensee will have or can have the exclusive privilege of the eyes and ears of that number of people in view of the multiplicity of stations in the major population centers of the nation.

Section 20
(False Accusations)

This section proposes a new section 334 to the act and prohibits the uttering of indecent language or the making of false accusations or charges by means of radio communications. The prohibition against indecent language is presently in the law (section 326) but has been shifted to a new section as a matter of clarification. The only new language is the prohibition against false accusations or charges.

Section 21
(Declaratory Orders)

This section adds a new subsection to section 401 of the present act to provide for the issuance of declaratory orders. A recommendation advocating declaratory orders by administrative quasi-judicial agencies was made in the Report of the Attorney General's Committee on Administrative Procedure in Government Agencies in 1941 but the policy has not been adopted by many agencies and specifically not by the Federal Communications Commission. One of the criticisms of governmental procedure, particularly that of the regulatory agencies, is that in order to test the legality, or even the meaning of a regulation or rule, it is necessary to violate it and incur penalties. This results in a particularly difficult situation in the case of radio broadcasting, involving as it does highly technical and specialized rules applicable to engineering and other specialized equipment, and may, in many cases, actually jeopardize the license itself thus putting the licensee out of business. It is proposed, therefore, that the Commission issue declaratory orders in cases of actual controversy arising under any provision of the act, upon petition, and after notice and opportunity for hearing. This would make unnecessary incurring the risk of violating the law in order to secure an authoritative ruling. Such orders would, of course, be subject to judicial review.

Section 22
(Judicial Review)

This section deals with the subject of judicial review of the Commission's decisions and orders and amends the present section 402 of the act. While this and the next two sections proposed are somewhat technical because they involve legal procedure, they are among the most important proposals of this bill in attempting to make clear, definite and orderly the procedure both before the Commission and the courts.

Subsection (a) deals with judicial review of Commission orders by specially constituted three-judge courts. It substantially restates existing law with needed clarifications, except that a provision is inserted that would give parties plaintiff, other than the Government, an option of venue for such suits, either in the appropriate United States district court or in the United States District Court for the District of Columbia.

Subsections (b) through (j) deal with the subject of judicial review of decisions and orders of the Commission entered in the exercise of its radio licensing function. Since the changes in existing law which would be effected by the enactment of these subsections are several and substantial, detailed consideration follows.

Subsection (b) attempts a more precise and comprehensive definition of the jurisdiction of the United States Court of Appeals for the District of Columbia in cases appealed from the Commission. The language of this subsection, when considered in relation to that of subsection (a), also would make clear that judicial review of all cases involving the exercise of the Commission's radio licensing power is limited to that court. Under present law confusion and controversy has arisen concerning what decisions and orders of the Commission might become the subject of judicial review and in what court. This has been carried to the point where the time and effort of both litigants and courts have been too much taken up with jurisdictional problems rather than the merits of particular cases. This subsection is designed to obviate this difficulty.

Subsection (c) deals with the time for and the manner of taking an appeal from the Commission to the United States Court of Appeals for the District of Columbia, and the duty of the Commission with respect to the filing and certification of the record in the event that such an appeal is taken. The appellate period is made 30 rather than 20 days as at present and provision is made that the appellate period will run from date of entry of the order appealed from rather than its effective date. This subsection also definitely fixes and prescribes the nature and extent of the jurisdiction of the appellate court after a notice of appeal has been filed, and confers upon that court, by specific language rather than by inference, authority to grant temporary relief, which may be either affirma-

ive or negative in its scope and application.

Subsection (d) would continue in effect, substantially, the provisions of section 402 (c) of existing law. It does, however, propose to settle certain ambiguities. The Commission would be compelled to file with the court both the record and its written decision within a period of 30 days after the filing of an appeal. Present provisions of law are susceptible of an interpretation which would require the filing of the Commission's decision 30 days after the filing of the record.

Subsection (e) is a redraft of section 402 (d) of existing law with minor clarifying amendments.

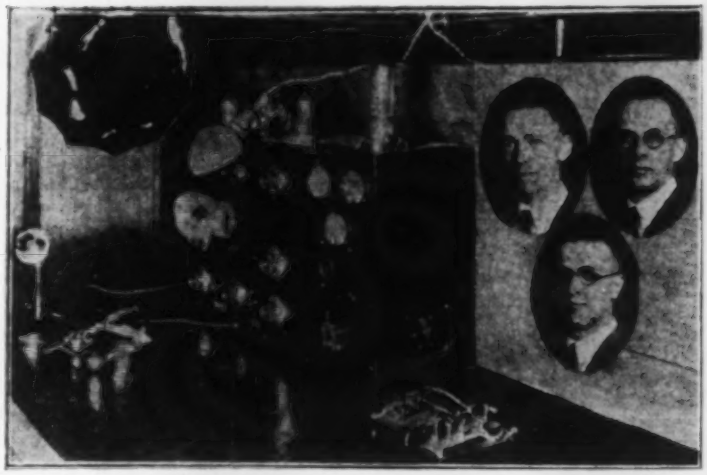
Subsection (f) specifically confers upon the appellate court the right to fix by rule the material to be included in any record upon which an appeal is to be heard and determined. While this is now the practice of the United States Court of Appeals for the District of Columbia, questions have arisen concerning that court's power to take such action due to the peculiar language of the statute. This appears to be a matter which obviously should be clarified.

Subsection (g) restates existing law found in section 402 (e) of the act insofar as that section deals with the duty and functions of the appellate court in arriving at its decision. It should be observed that the jurisdiction of the appellate court is limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, are conclusive, unless it appears that such findings are arbitrary or capricious.

Subsection (h) contains provisions which are intended to confer upon the appellate court a measure of control commensurate with the dignity and responsibility of that tribunal, requiring the Commission to give effect to the judgment of the court in the absence of proceedings to review.

Subsection (i) carries forward without change provisions of section 402 (f) of existing law relating to the assessment of costs on appeal.

Subsection (j) provides that in a limited class of cases appeals may be taken directly and as a matter of right to the United States Supreme Court. Under present law review by the Supreme Court of decisions of the United States Court of Appeals for the District of Columbia is limited to certiorari proceedings and to certification by the Court of Appeals. Experience has clearly demonstrated that it is extremely difficult for private litigants to secure an ultimate Supreme Court review of Commission action by the certiorari method. Since 1927 only one such petition has been granted upon request of a private litigant whereas only one such petition has been denied when filed by the Government. The result has been that many cases involving Commission action on applications for renewal and modification of license have during this



THERE'VE been some changes made since this picture was taken 24 years ago in the first WDAY Fargo, N. D., studios. These three men comprised the staff. Top left is Kenneth Hance, now manager of KSTP St. Paul-Minneapolis. Top right is Larry Hamm, now office supply firm head. Lower photo is Earl Reineke, WDAY founder and still chief.

period of 20 years been reviewed by the Supreme Court upon request of the Government and only one has received such consideration upon petition of a private litigant. Since either revocation or renewal proceedings may result in absolute or final loss of license, it is believed that adequate opportunity should be given the parties affected in such cases to litigate their claims; and that in this limited class of cases, opportunity should extend to and include review by the highest judicial tribunal. Such appeals, as a matter of right, are given in practically all cases involving decisions and orders of the Interstate Commerce Commission and are given under section 402 (a) of the Communications Act in cases which involve the exercise by the Commission of its legislative, as distinguished from its judicial, powers.

Section 23
(Rehearing Procedure)

This section amends section 405 of the present act to conform rehearing procedure before the Commission to the changes in the administrative organization of the Commission proposed in section 5 of this bill. It also would make more definite and certain the rights and remedies of interested parties in this, the final, stage in the administrative process.

Provision is made for delaying the effective date of any decision, order or requirement made in any case which is the subject of petition for rehearing until after final decision upon such petition. This section also is designed to eliminate doubt now prevalent concerning when a petition for rehearing must be filed before judicial review of the Commission's order can be had. Under the provisions proposed here, the petition for rehearing will not be a condition precedent to judicial review except where the party seeking such review was not a party to the proceedings before the Commission resulting in such order or where the party seeking such review relies upon questions of law or fact upon which the Commission has been afforded no opportunity to pass. It should be emphasized here that the principal justification for the establishment and maintenance of administrative agencies is to afford parties in interest an opportunity to present their claims and have them originally determined in an orderly fashion without recourse to the courts, when possible. Under the provisions of existing law, these salutory principles have not always been followed by the Commission. The situation requires correction and it is believed that this section will accomplish that result.

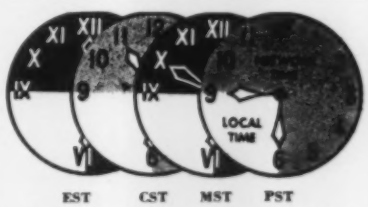
Section 24
(Hearings)

This section proposes an amendment to section 409 (a) of the present law dealing generally with hearings before the Commission. It is designed to make definite and certain the procedure to be employed by the Commission in all cases where a public hearing is required by the Act or other applicable provisions of law.

It would appear clear that in any adversary proceeding where a public hearing is required, an opportunity should be afforded all parties in interest to appear before and present evidence to the persons charged with the responsibility of making an initial determination. Such action not only is necessary to proper administration but to confidence in the agency itself. Under present Commission practice such an opportunity may or may not be given. It also must appear clear that before any final decision is rendered, all parties whose rights are to be affected should be given an opportunity to present their views concerning the points at issue to the authority charged with the final or ultimate decision. Again, under present practice by the Commission, such an opportunity may or may not be afforded.

Thus, the procedure employed by the Commission has led to a great deal of controversy and there has been a decided lack of uniformity both in the handling of such matters and the character of reports submitted by the hearing officer. The language here proposed would require not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidentiary facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It also would make mandatory the hearing of oral argument by the Commission or the division having jurisdiction of any case upon request of any party before the entry of a final order. The Commission or division also would be required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts. The adoption of this section would give statutory recognition to a procedure whereby the parties in interest in adversary

(*Continued on page 88*)



LET'S DIVVY-UP network-affiliate time more fairly

Regardless of the hour of the day or night
Regardless of the time zone in which your station is located
Regardless of whether you have Daylight Saving Time or not

. . . you *CAN* have uniform, constant time periods for your local shows—the 3rd quarter hour out of every hour. With the Mosby Plan, this quarter hour is yours to guarantee to local sponsors or hold for your own public service program. Uniform local time all year 'round builds station audience and sponsors' sales. Let's insist on it!

The Art Mosby Stations

KGFM • KGVO • KANA

GREAT FALLS 5000 WATTS — *MISSOULA* 5 KW CBS — *ANACONDA-BUTTE* 250 WATTS

Represented by Weed & Company

White Bill Analysis

(*Continued from page 87*)

proceedings before the Commission may secure a "full and fair hearing" as that term has been defined by the Supreme Court in the Morgan cases. That is the minimum which parties having business before the Commission have the right to expect.

In this section, an attempt has again been made to conform to the recommendations of the Report of the Attorney General's Committee on Administrative Procedure. The proposed new language is wholly consistent with those recommendations and the legislation that has resulted from them.

Section 25
(Discrimination)

This section proposes a new section to Title IV of the act, section 418, dealing with discrimination. It would prohibit the Commission from taking any action which may result in discrimination between persons based upon race, or religious or political affiliation, or kind of occupation, or business association. Among other things this section would prevent the Commission from adopting any rule, regulation or policy which, for example, denies radio broadcast licenses to newspapers. It also would prevent the Commission from holding certain applications, or classes of applications, in an inactive status and, in general, prevent the denial, in whole or in part, of any right, privilege, benefit or license where adequate right or entitlement is shown.

Wakefield

(*Continued from page 15*)

January 1937 to March 1941.

Prior to appointment to the Commission he was vice president and chairman of the executive committee of the National Assn. of Railroad and Utilities Commissioners. In 1937-1938 he sat with the Interstate Commerce Commission in the freight rate increase case.

His first official contact with the FCC occurred in 1938 when he was called in to assist in an inquiry into the Pacific Telephone and Telegraph Co. telephone rates.

Comr. Wakefield was born at Fresno, Aug. 12, 1895, received his B.A. and Doctor of Jurisprudence degrees from Stanford U. in 1916 and 1918. He was admitted to the California bar in 1918 and engaged in general practice as a member of the firm of Wakefield & Hansen and later, Wakefield & Staniford.

His political coloration derives from activities on behalf of the Republican Central Committee of his home county, of which he was secretary from 1920-1921. He subsequently became a member of the State Republican Central Committee and was a delegate to the Republican National Convention at Chicago in 1932.

Menser Hits Radio Critics at Athens

U. of Georgia Is Scene Of Second Institute Last Weekend

MANY so-called "institutes" are loaded with "subversive elements," Clarence L. Menser, NBC vice president in charge of programs, told the Second Annual Georgia Radio Institute held May 18-19 by the U. of Georgia at Athens.

He made it clear, however, that he saw no indication of subversive elements at the Georgia institute, which was staged by the university's Henry W. Grady School of Journalism.

By subversive elements, Mr. Menser said, he meant "persons or groups whose only aim is to destroy or undermine the American System of Broadcasting."

In a meeting of the Georgia Assn. of Broadcasters Monday afternoon Allen Woodall, general manager, WDAK Columbus, was elected president of the GAB for the coming year. John Fulton, Jr., WGST Atlanta, was named vice-president, and Ed Mullinax, WLAG LaGrange, was elected secretary-treasurer. Chosen to serve on the executive committee with the above officers were Jim Woodruff, WRBL Columbus and Wilton Cobb, WMAZ Macon.

Mr. Woodall

Election of Horace R. Ritchie, assistant professor in the U. of Georgia College of Education as president of the Georgia Association for Education by Radio was announced.

Robert K. Richards, NAB Director of Public Relations, at a Monday luncheon session said broadcasters themselves are the most vigorous critics of radio programs. Explaining that outside views are welcomed, he asked only that critics listen before they criticize.

'Not Pussy-footing'

Mr. Richards said the new NAB committee working on standards of practice "is not pussy-footing," but taking a "very, very stern view of their own deportment."

Philip Loucks, of the Washington radio law firm, Loucks & Scharfeld, told the Institute at the annual dinner Monday his reasons why the Communications Act of 1934 "should be completely rewritten."

"What is in the public interest is what the Commission finds to be in the public interest. The Commission cannot escape the duty of making such findings . . . I think the broadcasters would perform a more constructive service to the future of their country if they would direct their criticism to the statute which has now been construed to give the Commission such expansive powers.

Highlights of other panels were:

Arthur C. Stringer, NAB Director of Special Services, said station-originated news made its greatest strides in 1946 in number of originated programs, listener importance and addition of qualified radio newsmen. He noted further improvements this year. He conducted a panel on the subject of news. Local news discussion included Dale Clark, WAGA Atlanta; Dick Charlton, WTOC Savannah; Walter Paschal, WSB Atlanta; and Ben Chatfield, WMAZ Macon.

Irvin G. Abeloff, manager of WLEE Richmond, Va., reviewed problems of programming an independent station, offering recordings as exhibits. A panel discussion on the same topic was led by Russ Holt, WGGA Gainesville, and Abner Israel, WALB Albany, N. Y.

The three-day session concluded Tuesday.

White Bill

(*Continued from page 14*)

the militant former Montana Senator, then chairman of the committee.

Tossed into the bill at various points is the word "economic" which was viewed as susceptible of possibly enlarged powers for the FCC, and which, if not clarified, might increase administrative domination of radio. It was insisted, however, on Capitol Hill, that these aspects are largely vitiated by the rigid hearing, procedural and appellate provisions of the measure.

Another provision which caused chagrin was that which would authorize the Commission to prescribe "uniform systems of financial reports" from stations. This was regarded as possibly a step toward the common carrier type of regulation, even though Sen. White insisted in his statement accompanying his measure that one of the prime objectives of the bill was to eliminate any vestige of such control.

Generally, the bill was regarded as in the omnibus style, incorporating both the good and the bad, with a view of drawing all possible evidence from all interested sources. Sen. White stated emphatically that he did not regard it as a finished product and that it was a "lightning rod."

Passage This Session Race Against Time

Whether the White Bill can become law at this session is a race against time. The Senate contemplates recessing in late July or August. Sen. White, however, is understood to feel that hearings can be held within a few weeks before his committee and that since many aspects of the bill were covered in the hearings in 1943, the new proceedings should not entail too much time. It is expected the hearings will be before a subcommittee, headed by the Chairman.

"We shall have hearings and all who have suggestions to offer will be heard and their views carefully considered," Sen. White said in introducing his bill. He emphasized the need for new legislation and pointed out that in 1939 President Roosevelt said publicly there was need for reorganization of the Commission and for "new substantive law."

Obviously alluding to the BROADCASTING TRENDS poll of station managers, indicating that 80% favored a new radio law [BROADCASTING, May 19], Sen. White said the nation's broadcasters "have made clear that they want legislation"; and that the American people "who are the radio listeners are entitled to what I believe to be the benefits of this legislation."

More than likely Chairman Wolverton's committee also would be disposed to call hearings, following Senate consideration. It was doubted, however, whether both houses of Congress could act prior to the summer recess, but if the Senate completed its consideration, it was felt the House could act with reasonable promptness upon reconvening next January.

Mr. Wolverton, himself the author of House Res. 165 to investigate the FCC, said that as soon as the way is cleared by House Rules Committee and House approval, he intended to pursue that inquiry.

Chairman Denny expects to be gone most of the summer and possibly until September, except for brief intervals. It was thought on Capitol Hill that he could appear during one of those intervals. Commissioners Jett and Webster also are at the Atlantic City sessions having been selected primarily because of their vast engineering backgrounds.

Original Act Intended Two Separate Divisions

Sen. White pulled no punches in citing reasons for separation of the FCC into two autonomous divisions. Pointing out that the original 1934 Act provided for separate divisions, he said this later was abandoned and thus had obviously operated "to the detriment of orderly procedure and wise administration." He cited particularly the fundamental differences in the two classes of communications, emphasizing that the rate-making and public utility concepts have "little, if any, application to the broadcast services."

"There has been a tendency upon the part of the Commission to confuse the two and to apply the same

concepts and philosophies in the regulation of the two," he said. "This tendency must be avoided."

When the hearings on the White-Wheeler Bill were held in 1943, the then chairman of the FCC, James Lawrence Fly, vigorously protested the proposed reorganization. He insisted the chairmanship provision would make "an office boy" of that official. Similar opposition, it was thought, could be anticipated from the present FCC.

One of the most significant provisions of the bill relates to the so-called "duopoly" regulation of the FCC. It was originally designed to terminate dual ownership of standard broadcast stations in the same or overlapping areas. There has been active discussion on the FCC regarding the applicability of this rule to the newer mass communications fields, such as FM and television. Espoused in certain quarters has been a provision that the Commission establish a definite "cut off" date at which the licensee would be forced to elect whether he would continue to operate their AM station or his FM station but not both. Sen. White's proposal definitely would permit any licensee to operate each class of station in his market but not more than one of each.

The second phase of this section, which would disallow operation by a single entity of stations of any class having in their primary service area more than 25% of the total population, is certain to arouse stern opposition from certain of the networks. Sen. White pointed out that the FCC already has banned the ownership of more than six FM stations or five television stations to one person. It has indicated that the FCC does not look with favor on ownership of more than six AM stations by one person. Because he feels that Congress should not permit an administrative agency to establish so important a policy determination by administrative fiat, Sen. White said the new provision had been included in the proposed law.

The practical effect of the provision upon existing ownership situations would be to place no limitation on the number of stations owned by networks or groups in "non-duopoly" areas, but to have the limits based on primary coverage. The "primary coverage" specified is that as defined by the Standards of Good Engineering Practice of the FCC.

Thus, any entity controlling stations providing primary service (presumably either day or night) to thirty-five million people would be precluded from operating stations providing coverage beyond that population.

Three Networks Might Be Affected by Clause

Off hand, it was thought such a provision would affect NBC, with its ownership of six standard stations, five of which are 50 kw outlets; CBS, with its ownership of seven stations of which six are 50,000 w outlets; and possibly ABC, which owns three 50,000 w stations and two regionals in major markets. MBS presumably would not be affected since its key stations are individually owned by stockholder members.

Implicit is an injunction apparently is an injunction against power in excess of 50,000 w for multiple-owned stations in the major markets, since a series of such stations obviously would exceed coverage of the 35,000,000 population limitation.

To give effect to the 25% population coverage limitation for stations owned or controlled by the same entity, the Act carries this proviso:

"It shall be the duty of the Commission to take such action as is necessary to expedite compliance with the provisions of this section including, where necessary, the voluntary transfer of outstanding construction permits and licenses for stations of the class or classes affected thereby from licensees or permittees made ineligible to hold the same to persons who are qualified under the provisions of this section. The term 'control' as used in this section means the actual or legal right to the direction, supervision, and control of a broadcast station or its licensee or permittee, whether resulting from ownership of a controlling percentage of the issued shares of stock or other evidences of ownership of the entity holding the license or permit, or from other cogent proof of the actual or legal right to such direction, supervision, or control."

Sen. White said he did not feel these proposed limitations would affect the group ownership of regional stations in combination with one or two 50,000 watters. Thus, such groups as Fort Industry Co., possibly Westinghouse, the Mason Dixon Group Yankee Network and Don Lee would not be affected.

One of the most significant provisions is subsection (b) of Section 307 of the present act, which Sen. White said would make more definite the existing language regarding allocations. The section, Sen. White declared, is "designed to bring about a fairer distribution of radio broadcast facilities in the country and at the same time discourage a policy which grants licenses wholesale simply on demand."

While there was no elaboration, it appeared evident the Senator had in mind the licensing by the Commission in the standard field alone, of upwards of 700 new stations since the war's end. This is premised upon the Commision's broad interpretation of the present law which it feels impels it to make authorizations where demand exists if its rules are complied with and the applicants are qualified.

This may be one of Sen. White's so-called "lightning rod" provisions, designed to draw testimony on the desirability of having the FCC take into account local market factors, and the ability of the community properly to support additional outlets requested, as against the needs of other communities. The precise language used in Section 9, on this point, is:

"In considering applications for licenses, and modifications thereof, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same, giving effect in each such instance to the needs and requirements thereof."

Section 7 is designated to would erase from the statute books the famed Frankfurter opinion of the Supreme Court handed down on May 10, 1943, in which it delegated to the Commission control over "the composition of that traffic" on the air. This was interpreted as program control, and was another forerunner of the "Blue Book."

In Section 16 of his bill, which tightens up Section 326, the anti-censorship provision of the present law, Sen. White literally throws the book at the "Blue Book."

Section (a), he said, specifically states that the Commission "is to have no power to regulate the business of the licensee of any radio broadcast station, except where that power is specifically conferred by the act itself. It is designed to prevent the elastic stretching of the words of the statute into tortured constructions that go beyond Congressional intent." The new subsection, he said, provides a more comprehensive prohibition against censorship than is now in the act and also makes clear that the Commission has the authority in any case where application for renewal of license is made to "examine the over-all operation of the licensee to determine whether or not the operation has satisfied the statutory standard."

Despite Sen. White's disclaimer great misgivings were expressed over the modified censorship clause. The present section specifies that nothing in the act shall be understood or construed to give the Commission "the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the *right of free speech* by means of radio communication." The proposed section, however, drops the reference to the *right of free speech* entirely. Whether this was willful, or an oversight is the question.

The new censorship section is three times as long as the existing law. While it appears to recite, chapter and verse, the limitations upon the FCC, it concludes with the proviso that nothing in it shall be construed to limit the authority of the Commission in considering renewal applications "to determine whether or not the licensee has operated in the public interest". That might well offset whatever good that would result from the provisions ostensibly tightened up, it was pointed out.

Provisions relating to the discussion of public or political questions were viewed as impracticable, and unworkable, if not unconstitutional. One such provision is that licensees shall not be liable for any libel, or slander uttered over their facilities. Another specifies that the time, in the aggregate, devoted to different views on any political or public question shall not be required to exceed twice that which was made available to the original user or users.

The Senator alluded to the virtual impossibility of spelling out just what is meant by "public interest, convenience and necessity." One of the main complaints against the FCC, he said, has been that it has interpreted the public interest in such manner "as to discriminate between the licensees."

The Commission, he said, "has compelled licensees to vary, modify, or change program content or methods of doing business by withholding renewals, or by other methods without granting hearings and making specific charges or complaints. The Commission has no such power now, it was not intended to have such power and this bill would not grant it such power.

In importing the FCC's network monopoly regulations as a definite section of the proposed new Act, just one significant change is proposed. That would permit networks to contract with affiliates for a term of three years (similar to the present maximum license) instead of the two-year limitation now invoked by the FCC.

The appellate and procedural sections of the bill, necessarily the most detailed, are viewed as the touchstone of the proposed new legislation, because they affect fundamentally the relations of the licensee with the FCC and the right to equality of treatment and full hearing and review.

Legislative Mill

S. 1309—To prohibit members of Congress and their wives from holding radio station licenses. Introduced May 19 by Sen. Joseph R. McCarthy (R-Wis.) and referred to the Interstate and Foreign Commerce Committee.

S. 1333 & H.R. 3595—Identical bills introduced May 23 by Sen. Wallace H. White, Jr. (R-Me.) and Rep. Charles A. Wolverton (R-N.J.) amending the Communications Act of 1934. Referred to Senate and House Interstate & Foreign Commerce Committees.

Salient Sections of New White Radio Bill*

(Full text of Bill to be published in issue of June 2)

Sec. 8. Subsection (j) of section 303 of such Act is amended to read as follows:

"(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable; and to prescribe uniform systems of financial reports which may be required from the licensee of each radio station rendering a particular type of broadcast service, which reports shall disclose the financial statements of any such radio station regardless of the corporate organization or other control of such radio station by a licensee. All such reports so filed shall be kept confidential by the Commission, except that they shall be available, upon request, for the information of any committee of the Congress, or for use upon order of the Commission, or either Division thereof, in any proceeding before the Commission."

Sec. 9. Subsection (b) of section 307 of such Act, as amended, is amended to read as follows:

"(b) In considering applications for licenses, and modifications thereof, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same, giving effect in each such instance to the needs and requirements thereof."

Sec. 12. Section 309 of such Act, as amended, is amended to read as follows:

"Hearings on Applications for Licenses; Form of Licenses; Conditions attached to Licenses

"Sec. 309. (a) If upon examination of any application provided for in section 308 the Commission shall determine that public interest, convenience, and necessity would be served by the granting thereof, it shall authorize the issuance of the instrument of authorization for which application is made in accordance with said finding.

"(b) If upon examination of any such application the Commission is unable to make the finding specified in subsection (a) of this section, it shall forthwith notify the applicant and other known parties in interest of the grounds and reasons for its inability to make such finding. Such notice which shall precede formal designation for a hearing, shall advise the applicant and all other known parties in interest of all objections made to the application as well as the source and nature of such objections. The parties in interest shall include, in addition to such others as the Commission may determine, any person whose status as the holder of a construction permit or license would be adversely affected economically or by electrical interference because of the authorization or action proposed and any person then an applicant for facilities whose status as such applicant would be adversely affected on either or both of such grounds. Following such notice, the Commission shall formally designate the application for hearing on the grounds or reasons then obtaining and shall notify the applicant and all other known parties in interest of such action and the grounds and reasons therefor, specifying with particularity the matters and things in issue but not including issues or requirements phrased generally. The parties in interest, if any, who are not notified by the Commission of its action with respect to a particular application may acquire the status of a party to the proceeding thereon by filing a petition for intervention showing the basis for their interest at any time not less than ten days prior to the date of hearing. Any hearing subsequently held upon such application shall be a full hearing in which the applicant and all other parties in interest shall be permitted to participate but in which both the burden of proceeding with the introduction of evidence upon any issue specified by the Commission, as well as the burden of proof upon all such issues, shall be upon the applicant.

"(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest, as defined in subsection (b) hereof, may file a protest directed to such grant and request a hearing on said application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the matters and things in issue but shall not include issues or allegations phrased generally. Upon the filing of such protest the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission. In any hearing subsequently held upon such application all issues specified by the Commission shall be tried in the same manner provided in subsection (b) hereof but with respect of all issues set forth in the protest and not specifically adopted by the Commission, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effective date of the Commission's action to which protest is made shall be postponed to the date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.

"(d) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject: (1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein; (2) neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act; (3) every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof."

Sec. 15. Section 315 of such Act is amended to read as follows:

"Sec. 315. Nothing in this Act shall be understood as imposing or as authorizing or permitting the Commission to impose any obligation upon the licensee of any radio broadcast station to allow the use of such station in any political campaign." In the event that the licensee of any such station shall permit such use, it shall be in accordance with the following conditions and obligations:

"(a) When any licensee permits any person who is a legally qualified candidate for any public office in a primary, general, or other election to use a broadcast station, or permits any person to use a broadcast station in support of any such candidate, he shall afford equal opportunities to all other such candidates for that office, or to a person designated by any such candidate, to use such broadcast station; and if any licensee permits any person to use a broadcast station in opposition to any such candidate or candidates, he shall afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station.

"(b) When a licensee permits an official of a regularly organized political party, or a person designated by him, to use a broadcast station in any political campaign, then the corresponding official in all other regularly organized political parties, or a person designated by him shall have equal opportunities for its use.

"(c) No licensee shall, during a political campaign, permit the use of the facilities of a broadcast station for or against any candidate for any public office except (1) by a legally qualified candidate for the same office; or (2) by a person designated, in writing, by such candidate; or (3) by a regularly organized political party whose candidate's or candidates' names appear on the ballot and whose duly chosen responsible officers designate a person to use such facilities.

"(d) When any licensee permits any person to use a broadcast station in support of or in opposition to any public measure to be voted upon as such in a referendum, initiative, recall, or other form of election, he shall afford equal opportunities (including time in the aggregate) for the presentation of each different view on such public measure.

"(e) No licensee shall permit the making of any political broadcast, or the discussion of any question by or upon behalf of any political candidate or party as herein provided, for a period beginning twenty-four hours prior to and extending throughout the day on which a National, State, or local election is to be held.

"(f) Neither licensees nor the Commission shall have power of censorship over the material broadcast under the provisions of this section: **Provided**, That licensees shall not be liable for any libel, slander, invasion of right of privacy, or any similar liability imposed by any State, Federal, or Territorial or local law for any statement made in any broadcast under the provisions of this section, except as to statements made by the licensee or persons under his control.

"(g) The duty of the licensee to observe the conditions herein stated shall apply to all political activities, whether local, State, or National in their scope and application. The term 'equal opportunities' as used in this section and in section 330 of this Act means the consideration, if any, paid or promised for the use of such station, the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations, if any, used by the original user, and in the case of network organizations, an equivalent grouping of stations connected for simultaneous broadcast or for any recorded rebroadcasts."

Sec. 16. The heading of section 326 of such Act is amended to read "Censorship", and such section is amended to read as follows:

"Sec. 326. (a) Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any radio broadcast station unless otherwise specifically authorized in this Act.

"(b) The Commission shall have no power to censor, alter, or in any manner affect or control the substance of any material to be broadcast by any radio broadcast station licensed pursuant to this Act, and no regulation or condition shall be promulgated or imposed by the Commission which shall interfere with the right and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character and the source of the material to be broadcast: **Provided**, That nothing herein contained shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

Sec. 19. Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

"Limitations on Chain Broadcasting and Station Ownership

"Sec. 333. (a) No radio broadcast station shall enter into any contract, arrangement, or understanding, express or implied, with a network organization—

"(1) under which the station is prevented or hindered from, or penalized for, broadcasting the program of any other network organization on time otherwise available for that purpose (including time optioned but upon which no notice of exercise has been given); or

"(2) which prevents or hinders another station serving the same or substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization; or

"(3) which provides, by original term, provisions for renewal, or otherwise that the station will broadcast the programs of the network organization for a period longer than three years; or

"(4) which gives any network organization an option upon periods of time which are unspecified or which gives one or more network organizations options upon specified periods of time totaling more than 50 per centum of the total number of hours for which the station is licensed to operate or upon a total of more than two hours in any consecutive three-hour period or options which can be exercised upon notice to the station of less than fifty-six days; or

"(5) which prevents the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unsuitable or contrary to the public interest, or from substituting a program of outstanding local or national importance for any offered by the network; or

"(6) under which the network fixes or attempts to fix or control the rates charged by the station for the sale of broadcast time for other than the network's programs.

"(b) No person shall own, control, or operate more than one such network in a single broadcast band: **Provided**, That this subsection shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

"(c) One year after the date of enactment of this Act the Commission shall observe the following limitations upon its licensing powers:

"(1) No person (including all persons under common control) shall own or control or be the licensee of more than one broadcast station in any single broadcast band when such stations cover the same or substantially the same area.

"(2) The Commission shall make or promulgate no rule or regulation of general application, the purpose or effect of which will be to fix or limit the number of broadcast stations which may be licensed to any person, but in acting upon individual applications the Commission is hereby authorized and directed to make and maintain a fair and equitable distribution of radio broadcast facilities as between various applicants therefor when such action can be taken consistent with the requirements of section 307 and the equities of existing licensees: **Provided**, That no person (including all persons under common control) shall own or control or be the licensee of broadcast stations in any single band which in the aggregate provide a primary service, under the standards of good engineering practice established by the Commission, for more than 25 per centum of the population of the continental United States as determined in the last preceding decennial census.

"(d) It shall be the duty of the Commission to take such action as is necessary to expedite compliance with the provisions of this section including, where necessary, the voluntary transfer of outstanding construction permits and licenses of stations of the class or classes affected thereby from licensees or permittees made ineligible to hold the same to persons who are qualified under the provisions of this section. The term 'control' as used in this section means the actual or legal right to the direction, supervision, and control of a broadcast station or its licensee or permittee, whether resulting from ownership of a controlling percentage of the issued shares of stock or other evidence of ownership of the entity holding the license or permit, or from other cogent proof of the actual or legal right to such direction, supervision, or control."

Sec. 25. Title IV of such Act is amended by adding at the end thereof of a new section as follows:

"Sec. 418. The Commission shall make or promulgate no order, rule, or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon race, or religious or political affiliation or kind of lawful occupation, or business association, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown."

*These sections, and others in the White Bill, are explained in Senator White's section-by-section analysis on Page 13.

Renowned Talent . . .

The voices of the great in drama, comedy, news, sports, music, are free to America through broadcasting. Many of these outstanding artists were born to fame in radio. From its pioneer days more than 26 years ago KMBC has been a developer of talent. The list of KMBC-cradled artists is long and impressive. Not the least of these are the famed Texas Rangers, stars of network radio, stage and screen. Yes, KMBC constantly strives to live up to its obligations to the men, women and children in the Heart of America by developing personalities with outstanding talents.

—KMBC of Kansas City